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BROADCASTING TELECASTING

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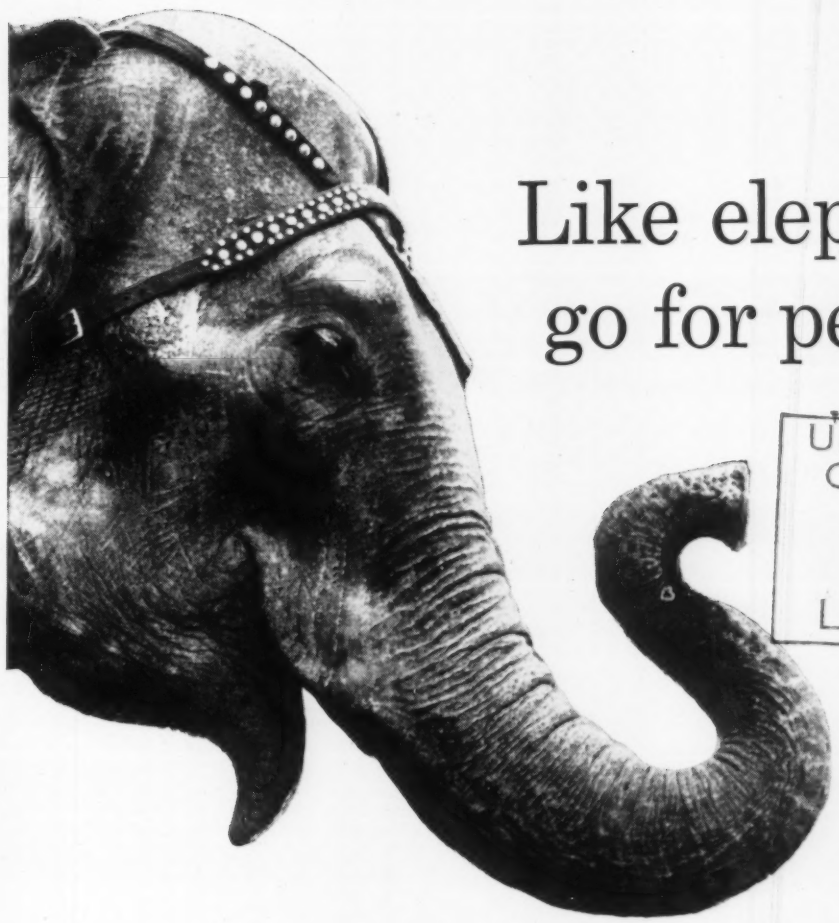
22ND year

THE NEWSWEEKLY OF RADIO AND TV



Like elephants go for peanuts

TECHNICAL ROOM
UNIVERSITY OF TULSA
NOV 28 1952
LIBRARY

Baltimore merchants go for WITH like elephants go for peanuts. At low, *low* rates, WITH delivers a huge, responsive audience—more listeners-per-dollar than any other radio or TV station in town. And that means *low cost results!* And that's why WITH *carries the advertising of twice as many local folks as any other station in town!*

So take a tip from these smart advertisers. Put WITH on *your* schedule. Get the whole story from your Forjoe man today!

IN BALTIMORE **W-I-T-H**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY

XUM

Go where there's GROWTH...

KENTUCKY

INDUSTRY FARMING

Ergs* and Eggs

In the period 1939-51, Kentucky's electrical machinery industry *doubled* its employment, and the sales value of its products jumped from $10,000,000 to $60,000,000. General Electric's vast new "Appliance Park" at Louisville, now under construction, will employ approximately 16,900 persons. It will add an estimated $70,000,000 to Kentucky Payrolls!

Most any crop records reveal Kentucky's farm growth! In egg production, a banner year was 1948 when egg sales grossed farmers $31,093,000. But 1951 egg sales topped all past years with $32,960,000!

*A unit of energy or work

Go where there's GROWTH...

GO WHAS!

No other station—or group of stations—in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.
—"Benson and Benson"

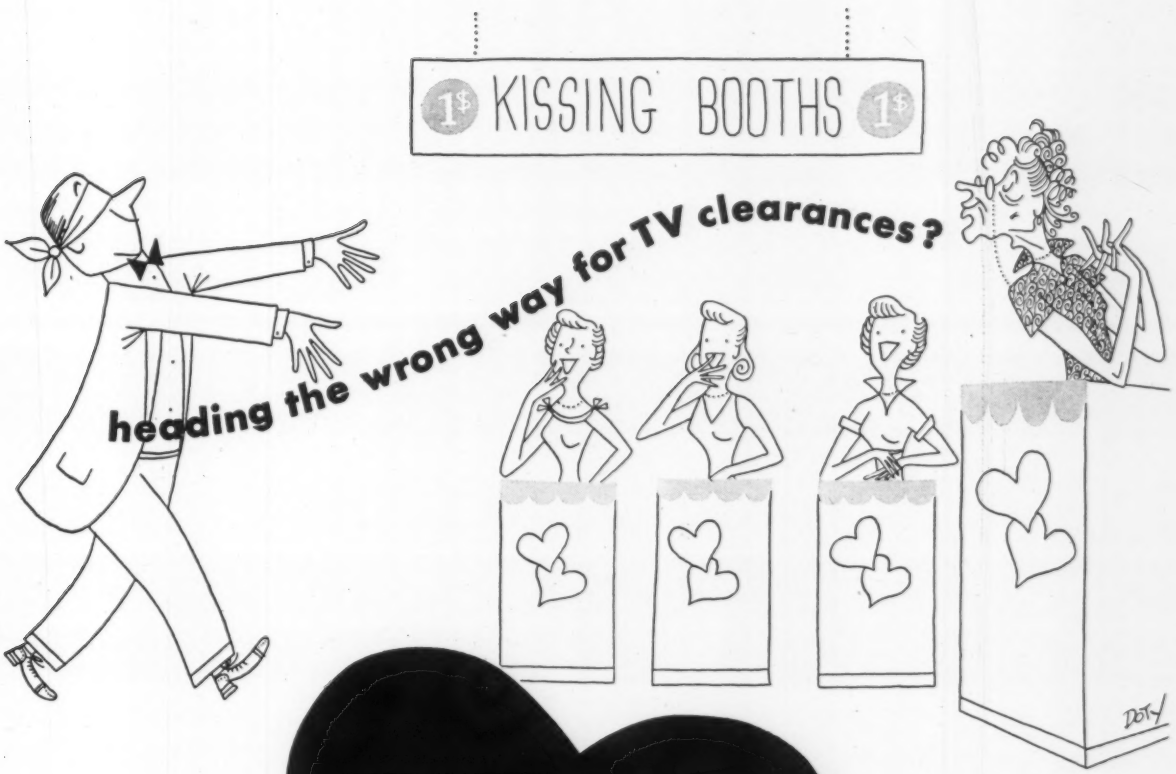
CBS

WHAS

Louisville, Kentucky

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago



you can do better with SPOT— *much better*

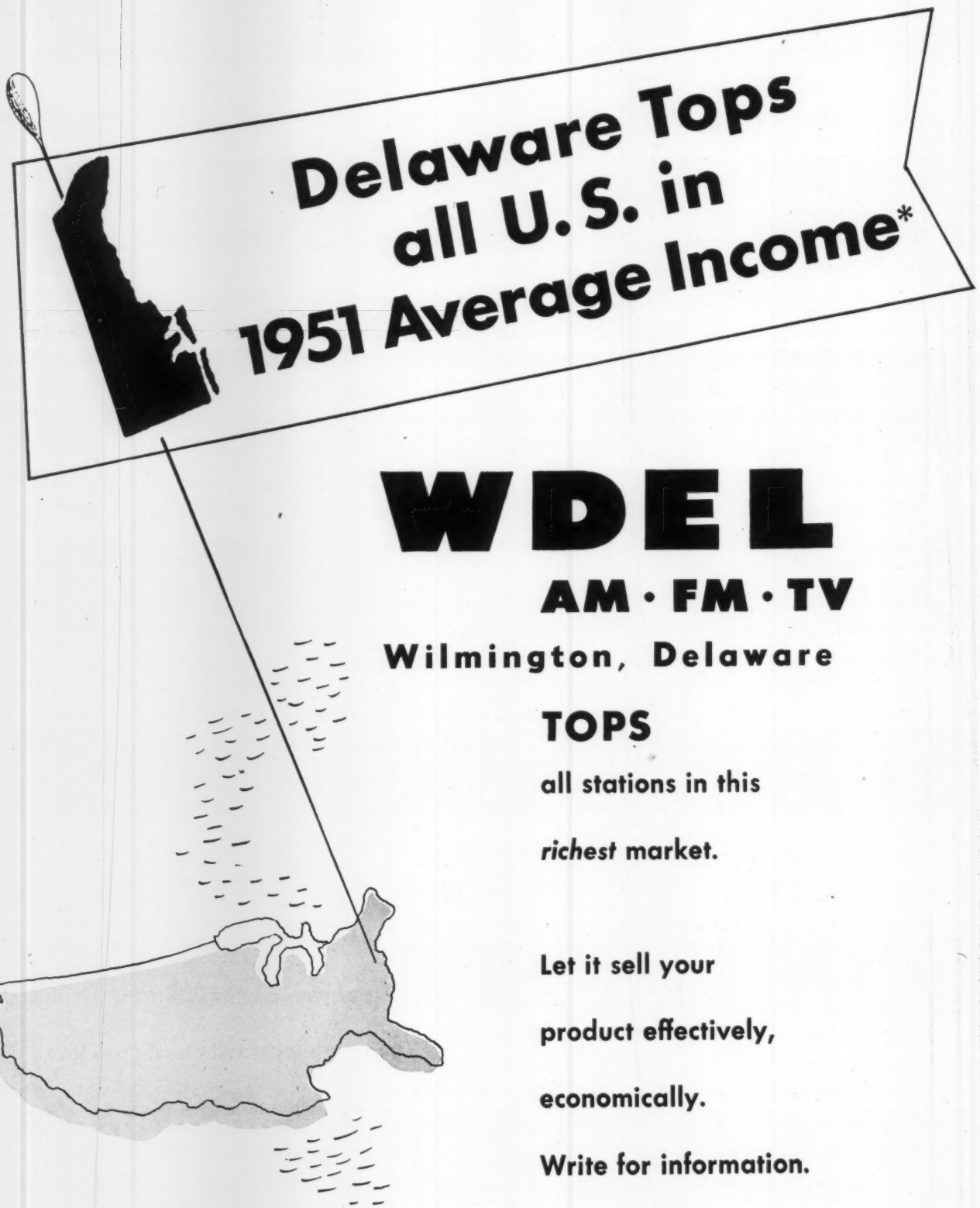
When you place your TV show on a Spot basis, you're on the right track for national coverage. You go into markets of your own choice . . . find stations clear time more readily. You get uniform and pleasing picture quality through film. And you effect savings in time charges — enough to cover film prints, their distribution and other costs.

Get the full details from your Katz representative.

THE KATZ AGENCY, INC • *National Advertising Representatives*

488 MADISON AVENUE, NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



Represented by

ROBERT MEEKER ASSOCIATES

New York Chicago Los Angeles San Francisco

*Figures released August 1952 by U.S. Dept. of Commerce.

at deadline

CLOSED CIRCUIT

POSSIBILITY of production of Lawrence tricolor tube before end of year reportedly under consideration by Chromatic Television Laboratories of San Francisco. Paul Raibourn, vice president of Paramount Pictures Inc., which owns 50% of Chromatic, in San Francisco last week on project. Tube is said to work with either CBS or dot sequential systems and it's estimated that, on production basis, color set would cost $50 more than black-and-white.

RATE-CUTTING stations getting less business from larger advertisers whose advertising is divided among several agencies. Special rate obtained by any one agency creates pressure from client for equal or better deals from others, who have to work overtime to cut their own billings. Result is timebuyers are avoiding trouble by giving preferential treatment to stations that stick to card rates.

THIRD AUTOMOBILE manufacturer reportedly all set to sponsor radio-TV coverage of President-elect Eisenhower's inauguration: Willys-Overland on ABC. All inauguration sales thus far to car companies: General Motors on NBC networks, Packard on those of CBS. Willys Agency: Ewell & Thurber Assoc., N. Y.

ANY NOTION that radio properties are going begging, even in deeply penetrated TV markets, is dispelled in verified report that within last fortnight, offer of $3,500,000 for midwestern independent was turned down. Station has million in assets and reportedly nets $1 million before taxes on $3 million gross, thus offer was $2,500,000 net.

TEST telecast in which simulated hearing would be covered unobtrusively, using normal room lighting and concealed microphones, in works at NARTB. Demonstration would supply dramatic answer to false charge that TV requires batteries of floodlights and other trappings, all disconcerting to participants.

PACKARD CARS through Maxon Inc., New York, is returning to use of radio for first time in several years with three-day spot announcement campaign planned for 250 stations, Nov. 27-28 and Dec. 1. Day and nighttime spots will be used. This is in addition to Packard's sponsorship of *Rebound* on DuMont TV Network and Presidential inauguration coverage on CBS-TV and CBS Radio.

DISTURBED over repeated charges of bias in newspaper, radio and TV coverage of elections, Sigma Delta Chi, national professional journalistic fraternity, has under advisement plan for comprehensive objective survey of all coverage of Presidential candidates, both quantitative and qualitative. Special committee, probably to be headed by Barry Bingham, publisher of *Louisville Courier-Journal & Times* (WHAS AM-TV), may be appointed during next few months.

THAT TV watch-dog attitude of Senate Interstate & Foreign Commerce Committee won't change at upcoming session of Congress is evidenced by presence in Portland, Ore., of

(Continued on page 6)

TWO STATE GROUPS FILE KOREAN POOL PROTESTS

TWO state broadcaster associations—Florida and Maryland—formally protested to President-elect Dwight D. Eisenhower Friday on omission of radio and TV newsmen from three-man news pool to accompany him on upcoming Korean trip (see story page 23).

Florida Assn. of Broadcasters, meeting at Daytona Beach, adopted resolution urging President-elect to modify his plans to include radio and TV newsmen. FAB contended that "only by including radio and television in the news coverage of this epochal trip can most of the world be given the report in the detail they demand and which radio and TV supplies."

FAB noted that radio and television "can reach more people quicker with the legitimate news of the trip than all other media combined." It added that two electronic media were important factors in election of Gen. Eisenhower.

Maryland-District of Columbia Radio & Television Broadcasters Assn., meeting in Baltimore, unanimously adopted resolution of protest against "this unwarranted exclusion of two great news media" and sent protest off to General Eisenhower by telegraph.

KOA APPOINTS PETRY

DON SEARLE, executive vice president and general manager of KOA Denver, Friday announced appointment of Edward Petry & Co. as exclusive national representative after Dec. 1.

CHRISTMAS SPIRIT

SATURATION plan being offered advertisers by WNBT (TV) New York in special Christmas gift plan of 30-second spot announcements on morning, afternoon and early evening programs, starting Dec. 1. Prices for announcements range from $20 to $100 each for minimum of 15-18 days. For 18-day period, for example, five-minute early morning segment of *Today*, with eight availabilities—totaling 4 of 5 minutes—would total $2,280 and 15-minute early evening *Skitch Henderson* program, with 20 availabilities, would total $36,000.

BUSINESS BRIEFLY

MAXWELL HOUSE DRIVE ● Instant Maxwell House Coffee, N. Y., through Benton & Bowles, also N. Y., will use short-term campaign in December in eight radio markets for special pressure drive.

ADDS NEW MARKETS ● Morton Mfg. Co., Lynchburg, Va. (Chapstick), which added half-dozen markets in November to its list of participations in pre-8 a.m. radio shows, will take on four more markets in December. Agency: Lawrence B. Gumbinner, N. Y.

13TH YEAR AS SPONSOR ● Texas Co., N. Y., sponsoring Metropolitan Opera broadcasts for 13th consecutive year over ABC Radio (Sat., 2-5 p.m. EST), starting Saturday for 18 weeks. Agency: Kudner Inc., N. Y.

BOOK CLUB NAMES ● Folia Society of London, book club, names Wexton Co., N. Y., to handle its advertising. Radio will be used.

RED BAND RENEWS ● General Mills Inc., Minneapolis (Red Band flour), renewing sponsorship of *Joe Emerson's Hymn Time* over ABC Radio (Mon.-Fri., 3-3:15 p.m. EST), for 52 weeks, effective Dec. 22. Agency is Knox Reeves Adv., Minneapolis.

CIGARETTE SPONSOR ● Philip Morris signs for sponsorship of *My Little Margie* on CBS Radio (Sun., 8:30-9 p.m. EST), starting Dec. 7 with *Philip Morris Playhouse on Broadway* moving from that spot to 9-9:30 p.m. EST Wed. Firm also set to sponsor *My Little Margie* on CBS-TV [B•T, Oct. 27], effective Jan. 1, as replacement for *Racket Squad* (Thurs., 10-10:30 p.m.). Agency, Biow Co., N. Y.

PILLSBURY BUYS ● Pillsbury Mills signs for sponsorship of Mon. 1:45-2 p.m. segment of *Garry Moore Show* on CBS-TV (Mon.-Fri., 1:30-2 p.m. EST), effective in December, in addition to sponsorship of Tues., 1:45-2 p.m. period starting Dec. 2. Six of program's 10 weekly quarter-hours have now been sold. Pillsbury agency, Leo Burnett Co., Chicago.

New York BBB Plan for Christmas Offers

TO PROTECT against usual pre-Christmas onslaught of unscrupulous mail-order "fast buck" promotions, Better Business Bureau of New York City recommended five-point plan to radio and TV stations Friday:

"(1) That the station assure itself of the reliability of the firm or agency responsible for the offer;

(2) That the actual item be examined in the light of claims made in the copy and the copy be edited accordingly to insure accuracy and to avoid exaggeration;

(3) That the station require that the distributing agency provide ample evidence that all orders can be filled and completed in time for pre-Christmas delivery;

(4) That the closing date on the offer of the ad be early enough to assure pre-Christmas delivery;

(5) That assurance be obtained from the advertiser and/or agency that arrangements have been made to handle refunds requested in accordance with the terms of the offer."

BBB said station cooperation last year "appreciably reduced" number of consumer complaints on Christmas mail-order offers, and that individual stations this year "have indicated a cautious attitude toward the acceptance" of such offers. Bureau renewed its offer to New York City stations to make available its file information on previous complaints or investigations, to conduct "shoppings" to determine retail availability and price of items similar to those offered in mail-order promotions, and to check commercial scripts against accepted BBB standards, previous offers, and examination of item involved.

for more AT DEADLINE turn page

XUM

at deadline

RTMA TO STUDY SUBSCRIPTION TELEVISION

WITH TV set production for 1953 estimated at 6.4 million, Radio-Television Mfrs. Assn. board voted Friday at its quarterly meeting in Chicago to take careful look at subscription television.

For first time, subscription TV will be explored by special RTMA committee. RTMA Chairman A. D. Plamondon Jr. is to name committee members this week. No time limit was set for report, indicating study will be exhaustive.

Three-day meeting, which ended Friday, also formally endorsed educational TV stations. Committee on educational TV is to continue its study, though without services of Benjamin Abrams, president, Emerson Radio & Phonograph Corp., who resigned as chairman of RTMA panel.

Looking ahead to new administration, board recommended that Electronics Div. of National Production Authority be retained as separate unit when NPA reverts to Dept. of Commerce.

Move to solve long-time servicing problem was approved by board, which voted $80,000 for two-year pilot study at New York trade school, privately operated. Industry advisers will plan course and teach radio-TV servicing.

As for 1953 receiver output estimate, 6.4 million figure was average between estimated low of 5.7 million and high of 8 million.

MD.-D.C. ELECTS OFFICERS

CHARLES J. TRUITT, WBOC Salisbury, Md., elected president of Maryland-District of Columbia Radio & Television Broadcasters Assn. Friday. Other officers named at meeting in Sheraton Belvedere Hotel, Baltimore, were Charles E. Smith, WTBO Cumberland, vice president, and Joseph L. Brechner, WGAY Silver Spring, secretary-treasurer.

New directors also elected at meeting were Alan W. Long, WFMD Frederick; Robert C. Embry, WITH Baltimore; John E. Surrick, WFBR Baltimore (retiring president); Earl L. Boyles, WNAV Annapolis; Ben Strouse, WWDC Washington; Eugene Juster, WRC-WNBW (TV) Washington, and Tom Maguire, WCEM Cambridge.

KPBX SALE

SALE of 1 kw daytimer KPBX Beaumont, Tex. (on 1380 kc), from J. M. Gilliam and associates to Joe B. Carrigan (as trustee for Laura C. Fitzsimmons) and James King Smith will be announced this week. Amount of purchase price not announced. Under name of Smith Radio Co., Mr. Carrigan, as trustee for Mr. Smith, is applicant for Ch. 4 in Beaumont (see TV hearing story on page 71).

ROBINSON NAMED BY ABC

THOMAS P. ROBINSON, director, Political Sales Div. of ABC and formerly business manager for ABC-TV network sales, named regional manager for New York and New England areas of ABC's radio and TV station relations departments effective today (Mon.), completing integration of these departments under Alfred R. Beckman, national director.

In this Issue—

RADIO AND TV rear up and start battling for their reportorial rights as Eisenhower Korean pool omits electronic media. *Page 23.*

SIGMA DELTA CHI delegates concede radio and TV deserve parity news privileges but remind newspapers have fought 150 years for their rights. *Page 23.*

RETAIL prospects good, wages leveling off, end of controls looming, says Richard P. Doherty, NARTB economist. *Page 24.*

DR. DuMONT, head of TV network, denounces controlled telecasts of college football as restraint of trade. *Page 25.*

NBC sets up unified sales command combining radio and TV under Vice President John K. Herbert. *Page 25.*

IF IT'S impact you're hunting, try short commercials. *Page 26.*

TRANSISTORS, pea-sized substitutes for vacuum tubes, to find first use in studio gear, according to RCA. *Page 27.*

BROADCAST Advertising Bureau plans annual budget of $600,000, with rates to be doubled. *Page 27.*

MAJOR league baseball clubs deny conspiracy charges of defunct Liberty Network. Will network be re-born? *Page 28.*

HOUSE Commerce subcommittee to resume probe of radio-TV programming Dec. 3-4, with FCC and advertising agencies to be heard. *Page 29.*

SENATE subcommittee calls for overhauling of Voice of America. *Page 62.*

LIST of post-freeze TV grants reaches 122 stations. Uhf stations granted Greensboro, N. C., and Johnstown, Pa., each now having one vhf outlet. *Page 71.*

KOIN Portland, Ore., to appeal FCC examiner's rejection of amendment to TV application, other TV hearings. *Page 71.*

EDUCATORS meet in Hershey, Pa., to weigh plans for four educational channels allotted to Pennsylvania. Gov. Fine appoints Dr. Milton S. Eisenhower to 20-man planning group. *Page 73.*

Upcoming

Nov. 23-25: Public Relations Society of America, Statler Hotel, Washington.

Nov. 24: Tennessee Assn. of Broadcasters annual meeting, Andrew Jackson Hotel, Nashville.

Nov. 29-30: National Assn. of Radio Farm Directors, Conrad Hilton Hotel, Chicago.

(Other Upcomings on Page 38.)

Closed Circuit

(Continued from page 5)

Nick Zapple, Senate Communications expert, during week of Nov. 10. After inspecting operation of KPTV (TV), first uhf to hit air, he is convinced uhf can do coverage job even in rather rugged terrain and will so report to Senate Committee. He attests to good reception 40 miles away and "lookable" signal 100 miles away, marred by some snow.

PREDICTION made that 1953 will see at least 50 TV stations in Latin America supplementing dozen now in operation. One of newest—XEQ-TV Mexico City—now testing, has tower 13,000 feet above average terrain on Popocatepetal, and with 30 kw ERP expects to cover 200-mile area of 3½ to 4 million people.

EMILIO AZCARRAGA, Mexican broadcaster-impressario, in Hollywood last week to negotiate with NBC on possible network affiliation for upcoming XETB (TV) at Tijuana, to operate on Ch. 6 beginning about Jan. 1. Station will serve San Diego area as well, and is owned by Azcarraga, Romulo O'Farrill Jr. and Jorge Rivera. Azcarraga and O'Farrill interests also own XELD-TV Matamoros, Mex., across from Brownsville, Tex., as well as individual radio and TV stations in Mexico City.

WHAT is significance in FCC ruling to grant 100 w night on regional 1280 kc to 1 kw daytimer KSOK Arkansas City, Kan., now on that channel? (see story page 30). Some see precedent for other AM outlets to gain low power night coverage of their immediate area while others point to desire of certain fulltime outlets to go daytime in order to avoid night competition of TV.

NARTB COMMITTEE REVIEWS GROUP INSURANCE PLANS

PROPOSED group insurance covering station policies, designed to effect major savings for industry, studied by NARTB Insurance Committee at Thursday-Friday meeting. Roger W. Clipp, WFIL Philadelphia, presided as committee chairman.

William Russell, insurance analyst, reported group of underwriters interested in group tower coverage with formal proposal expected soon. Among types of insurance discussed by committee are group life, libel and slander, tower and retirement. Attending meeting besides Chairman Clipp were Harold Essex, WSJS Winston-Salem, N. C.; C. T. Lucy, WRVA Richmond, Va., and Gilmore N. Nunn, WLAP Lexington, Ky. Edgar Kobak, WTWA Thomson, Ga., was excused.

STEP TO SPEED HEARINGS

IN FURTHER step to liberalize procedural requirements to expedite TV hearings, FCC Friday amended Sec. 1.767(b) of its rules to permit proof of service of documents by means of appropriate certificates in lieu of notarized affidavits. This step helps applicants more easily serve papers to other parties in their proceedings. Change is one of several being worked out by FCC with special committee of Federal Communications Bar Assn.

KLIL ON AIR

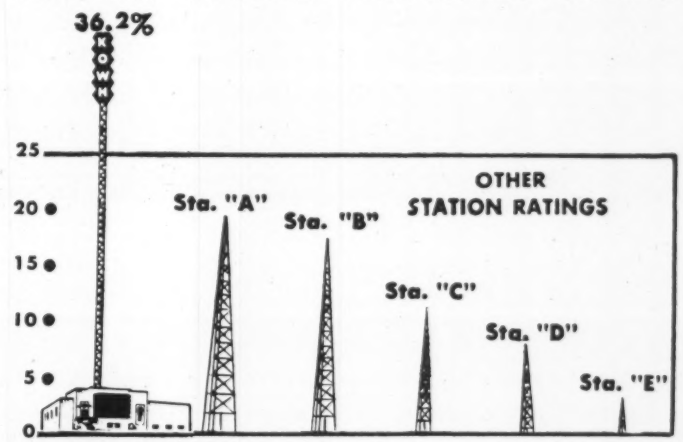
KLIL Esterville, Iowa, independent, took air yesterday (Sun.) and expects to broadcast fulltime starting next weekend.

for more AT DEADLINE see page 106

All It Took was a Patched Peeper...

To win a naval victory. When Fleet Admiral Hyde Parker's part of a two-pronged sea attack became becalmed, he signaled the other prong to retire. One-eyed Lord Nelson, reluctant either to disengage or to disobey the order, placed his telescope to his blind eye and truthfully claimed to be unable to see the signal. He continued his attack and soundly defeated the Danish fleet off Copenhagen.

Even a half a glance will tell you how to out-maneuver the Omaha, Council Bluffs area, too. Just cock an opportunity-seeking eye at KOWH's position on the below Hooper chart averaged for the twelve-month period from October, 1951, to September, 1952. You'll know who's in the best position to deliver your broadside!



- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday through Saturday! (Hooper, Oct., 1951, thru Sept., 1952.)
- *Largest share of audience,* in any individual time period, of any independent station in all America! (Sept., 1952.)

Kowh

OMAHA

AIMS Association of Independent Metropolitan Stations

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

To a Time-Buyer Who Likes Straight Facts

totaling $236,991,370.23 as of last, fiscal of course
between the ages of 14½ & 032 proves that most cities over populations of 020 in booboring states
Source: BMB, Jan.1952) Raising 203.7 Saturation points costing 3.08 cents per 524 listeners day-time schedule
quite a bit more as proven by 190316 interviews covering 809 stations over 25 states PLUS WITHOUT A DOUBT according to a survey involving 220321½ eye-eyed red heads
Time 81-5% of 7231 pop

In Cedar Rapids, Iowa, WMT has two listeners for every one shared by all other stations combined. The total number of families listening every week is 338,480 (in 87 counties). The last Hooperatings indicated an evening share of audience of 72.2; afternoon, 69.1; morning, 80.4.

Iowa, with more than 4½ billion dollars annual cash income (half industrial, half farm), is 97.6% radio saturated.

Eastern Iowa has one CBS radio outlet—WMT. The station was established thirty years ago. To keep in touch with farm problems, WMT's Farm Service Director operates a farm as a service project; many farmcasts originate there. To keep abreast of the news, the station uses UP, AP, INS services, plus 38 Iowa regional correspondents.

WMT sponsored a mechanical corn-picking contest last month in Riceville, Iowa, 110 air miles from Cedar Rapids. The station must necessarily have a wide listening area—ten thousand people attended.

A recent count showed 189 advertisers using WMT spots in a month. 138 of them are on a 52-week basis.

There's probably room for one more.

WMT CEDAR RAPIDS

5000 WATTS, 600 KC,
Represented Nationally
by the Katz Agency

BASIC COLUMBIA NETWORK

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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WASHINGTON HEADQUARTERS

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ART AND LAYOUT: **Duane McKenna.**
CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Elwood M. Slee, Sheila Byrne, Ernest Kanelopoulos, Betty Jacobs, Walter Cotter.

NEW YORK BUREAU 488 Madison Ave., Zone **22**, *Plaza 5-8355.* **EDITORIAL:** Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Dorothy Munster, Liz Thackston. **Bruce Robertson,** *Senior Associate Editor.*
ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone **28**, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy: 53rd and 54th issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

"This new 'Scotch' Brand 7-inch professional reel cuts machine maintenance costs!"

Extra-large hub gives new "Scotch" Brand reel exclusive advantages

✓ **LOWER ROTATIONAL SPEED** produced by new larger hub means less vibration, decreased machine wear. Recording equipment stays on the job longer with fewer stops for repairs and adjustments. The new 2¾" hub gives this 7" reel approximately the same ratio of outside diameter to hub diameter as the standard NARTB 10½" metal reel. Rewind speed is actually 10% faster than the ordinary 7" reel despite the slower rotating speed.

✓ **CUTS TIMING ERRORS 50%!** By reducing tension changes as tape is spooled off, this new reel reduces timing errors to a minimum.

✓ **REDUCES PITCH CHANGES!** Using this new reel, you can splice recordings of long musical programs with far greater stability of pitch.

SEE YOUR DISTRIBUTOR FOR A SUPPLY OF "SCOTCH" BRAND 7" PROFESSIONAL REELS AND NEW DRY LUBRICATED TAPE!

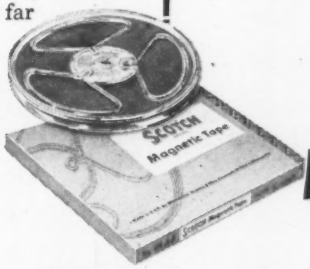
Tape on new reel is improved 4 ways!

1 **"DRY LUBRICATING"** process gives you a tape that practically eliminates sticking, squealing and cupping . . . a completely dependable tape that turns in a flawless performance in extremes of heat and humidity.

2 **100% SPLICE-FREE!** Tape supplied on the new "Scotch" Brand 7" professional reel is guaranteed to be completely free of splices.

3 **THINNER CONSTRUCTION** allows a full 1200 feet of tape to be wound on the new reel despite its larger hub. Magnetic properties of this new tape are identical with "Scotch" Brand #111-A, the industry's standard of quality.

4 **GUARANTEED UNIFORMITY!** Output variation of tape wound on the new reel is guaranteed to be less than plus or minus ¼ db at 1000 cps within the reel, and less than plus or minus ½ db from reel to reel.



REG. U.S. PAT. OFF.

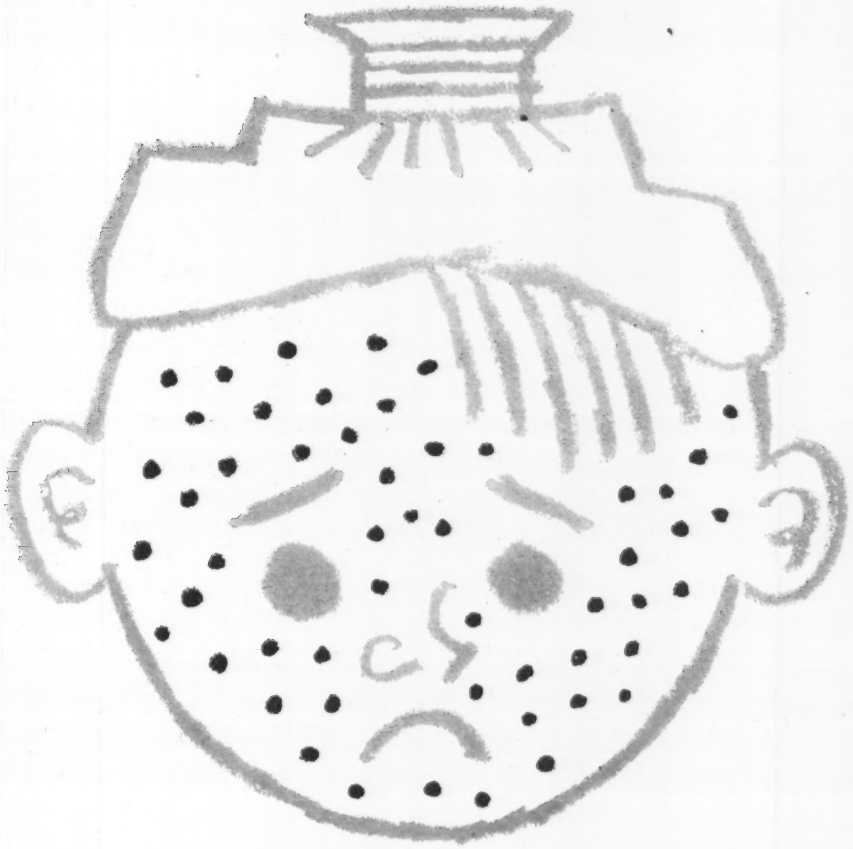
SCOTCH BRAND MAGNETIC TAPE

3M COMPANY

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N. Y. In Canada: London, Ont., Can.

some spots are better

For the best spot, at the right time, at the right place



than others

Freckle-faced kids and children with measles have no control over *their* spot coverage. But national advertisers do!

Today, through NBC Spot Sales you can get Radio or Television Spot Advertising coverage in one to *eleven* top markets. These lucrative business centers account for nearly 73 billion dollars of retail sales — or 48.2% of the national total.

For complete coverage of the healthiest markets in the country, call NBC Spot Sales.

Source: Sales Management

representing
TELEVISION STATIONS:

WNBW	*Washington*
KPTV	*Portland, Ore.*
WRGB	*Schenectady-Albany-Troy*
WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Los Angeles*
WPTZ	*Philadelphia*
WBZ-TV	*Boston*
WNBK	*Cleveland*

representing
RADIO STATIONS:

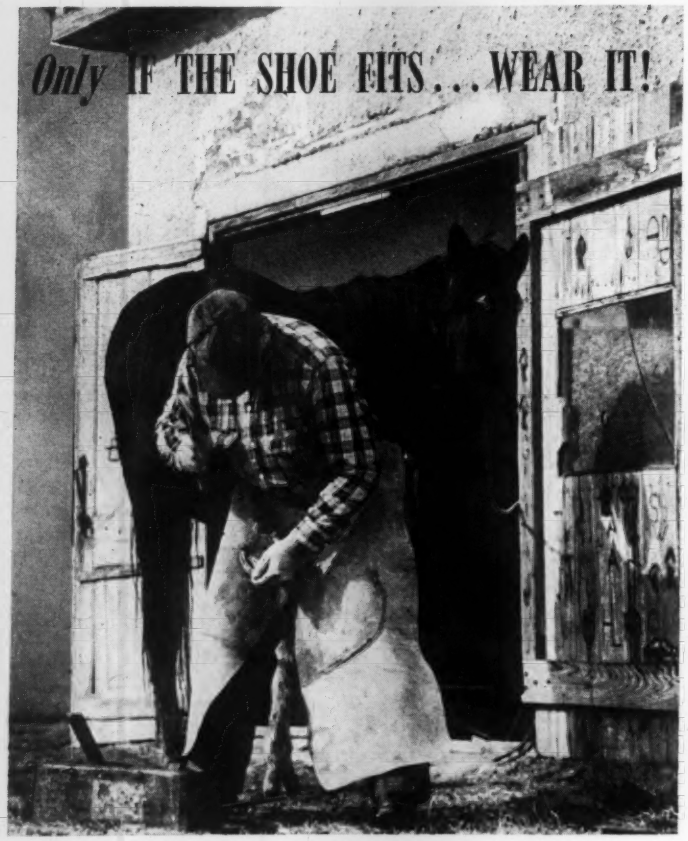
WNBC	*New York*
WMAQ	*Chicago*
KNBC	*San Francisco*
WTAM	*Cleveland*
KOA	*Denver*
WRC	*Washington*

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta**

**Bomar Lowrance Associates*



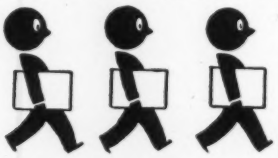
Old Dobbin here is a nice old horse who is not nearly as fortunate as you. The blacksmith selects his shoe and Old Dobbin has no choice but to wear it whether the shoe fits or not.

People are better off than old Dobbin . . . they can carefully select their shoe from a wide variety. But many people end up no better than our horse friend because they buy the first shoe that comes along, and often get a bad fit.

The same thing is true of some advertisers and time buyers. They buy schedules on weak-sister stations and the results are no more satisfactory than a tight shoe.

Don't be a Dobbin! You don't have to get in a "tight" shoe in the Oklahoma City market . . . not when you can place a schedule on the best cost-per-thousand buy in the market, KOMA—the only 50 kw CBS outlet in Oklahoma, serving you from a brand new quarter-million dollar studio.

KOMA Avery-Knodel, INC.
AFFILIATED WITH KTUL, TULSA — RADIO STATION REPRESENTATIVES
50,000 WATTS • CBS RADIO
J. J. BERNARD *Vice-President and General Manager*



agency

RICHARD J. FARRICKER, account executive, **J. W. MILLARD,** account executive and research director, and **MARTIN B. RICE,** service man on Buick account, Kudner Agency, N. Y., elected vice presidents and assigned to firm's Detroit office. Mr. Farricker will serve as manager there.

F. WINSLOW STETSON Jr., vice president-account supervisor on General Foods account, Foote, Cone & Belding, N. Y., to Sherman & Marquette Inc., same city, as vice president.

Mr. Stetson

WATSON F. BUHLER, group sales and advertising manager, Block Drug Co., Jersey City, N. J., to Walter McCreery Inc., Beverly Hills, as copywriter and contact man.

JOHN SANDBERY, account executive, J. Walter Thompson Co., Chicago, elected president of Chicago Federated Adv. Club.

GEORGE E. HOLMEZ, art director, Town Adv., Phila., to Hening & Co., same city.

on all accounts

FROM Notre Dame in 1936 to Dallas in 1950 — Midwest to Southwest—suggests only part of the road traveled by Philip (Phil) McHugh in pursuit of his interests in the radio and television field.

As a student at South Bend, Ind., Mr. McHugh grounded himself in broadcasting by a variety of chores. He wrote, directed and announced several hours of programs each week at the campus studios of the CBS outlet, WSBT. This experience was to stand him in good stead later.

Today, after service with CBS in various capacities and a stint in Navy and radio production firm work, Mr. McHugh is director of radio and television for Tracy-Locke Agency in Dallas.

With two years under his belt at Notre Dame and an adult education course in radio completed at New York U., Mr. McHugh joined CBS in 1938 as an apprentice. He spent three months in research and new program ideas before becoming an associate director on the CBS staff.

Until 1941, Mr. McHugh directed all types of CBS sustainers, including variety and dramatic programs. Included were the *Jack Leonard Show* and the *Gay Nineties Revue.* He also was associated with the Columbia Workshop productions and the CBS documentary, *Twelve Crowded Months,* which he helped write.

When war broke out in Europe, Phil McHugh was assigned as liaison between the CBS Network Operations Dept. and the network's news department. In that capacity he helped direct the European news roundups aired under the title, *World Today.* He was named associate director and Columbia representative on a number of commercial programs including *Arthur Godfrey* and *Hit Parade.*

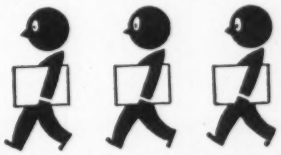
Mr. McHUGH

In September 1941 he left CBS to accept a Navy commission, handling public relations work and arranging special events for the four major networks.

Four years later Mr. McHugh returned to CBS as a director on such shows as *Bouquet for You, The Janette Davis Program, Cinderella Inc., Sing Along, Let's Dance, America* and *Robert Q. Lewis.* He

(Continued on page 16)

beat



DONAL J. O'BRIEN, account supervisor, Procter & Gamble unit, Biow Co., N. Y., elected a vice president of agency.

HENRIETTA F. KIESER, copy chief, Bozell & Jacobs, Omaha, elected vice president in charge of creative writing.

RUTH JONES, Benton & Bowles, N. Y., media department, to Compton Adv., that city, as timebuyer.

F. J. KNITTLE, vice president, Market Research Corp. of America, N. Y., to Robert W. Orr & Assoc., same city, effective Dec. 1.

DON JOHNSON, account executive, BBDO, Los Angeles, to Mayers Co., that city, in same capacity.

EDWARD KLEIN, executive vice president, Storm & Klein, N. Y., appointed advertising chairman, Federation Jewish Philanthropies of N. Y.

JACK HULL, account executive, Ben Bezoff & Co., Denver, to MacGruder, Bakewell & Kostka Inc., that city, as radio-TV director.

ALAN HARVEY, copywriter, Walter McCreery Inc., Beverly Hills, to Frank J. Miller Inc., Hollywood, as copywriter and TV producer.

E. A. BOLAN, copy chief, W. E. Long Agency, Chicago, to copy staff, Fulton, Morrissey Co., same city.

EDWARD FIRESTONE to Lott Adv., Santa Monica, Calif., as head of radio-TV department. **DON MINOR** and **JOHN HEALEY** added to agency staff as account executive on automobile accounts and art director, respectively.

JOHN WIELAND, vice president of Leo Burnett Co., Chicago, resigns Jan. 1 to join Pure Oil Co., same city, as general merchandising manager.

PAUL BENSON, head of media research department, Benton & Bowles, N. Y., promoted to timebuyer on Procter & Gamble accounts.

CARL SIGLER, general sales manager of Grove Labs., St. Louis, to Gordon Best Agency, Chicago, as director of merchandising.

RENEE BABITTS, Fashion Bureau of New York, to Friend-Reiss-McGlone, N. Y., as director of public relations department.

DOLORES NICHOLAS to Post Adv., Chicago, as art director.

JACK V. SCHULLER to Russel M. Seeds Co., Chicago, as art director.

ROSENGARTEN & STEINKE Inc., Memphis, Tenn., elected to membership in Affiliated Adv. Agencies Network.

RAYMOND R. MORGAN Jr., account executive, WDSU-TV New Orleans, to Raymond R. Morgan Co., Hollywood, in same capacity.

GEORGE HOWE to art staff, Phil Gordon Agency Inc., Chicago.

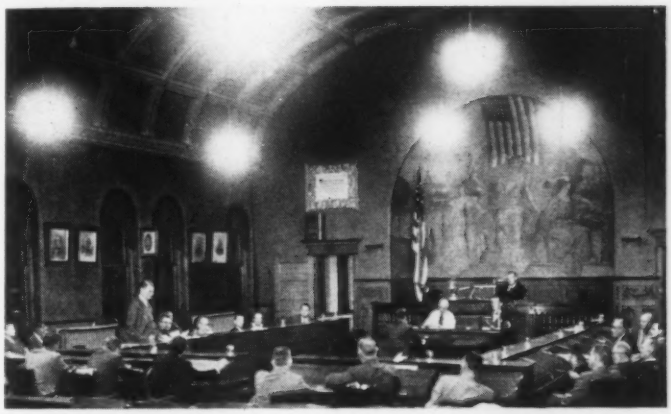
JAMES THOMAS CHIRURG, president, James Thomas Chirurg Co., Boston, reappointed to U. S. Chamber of Commerce committee on advertising.

STORM & KLEIN Inc., N. Y., relocates at 331 Madison Ave. Telephone remains Murray Hill 74460.

G. M. BASFORD Co., N. Y., relocates on 21st floor, 60 E. 42d St.

JOE DOOLEY, public relations staff, Lewis & Gilman, Phila., father of girl, Anne Marie, Nov. 2.

Obviously OUTSTANDING...



CITY COUNCIL MEETS IN PEORIA HOMES

TAXES . . . STREETS . . . PARKING — all vitally important to Peoria people. Each week, WMBD convenes the city council in Peoriarea homes — a public service for community improvement.

Each week a panel of experts broadcasts answers to questions phoned in by listeners.

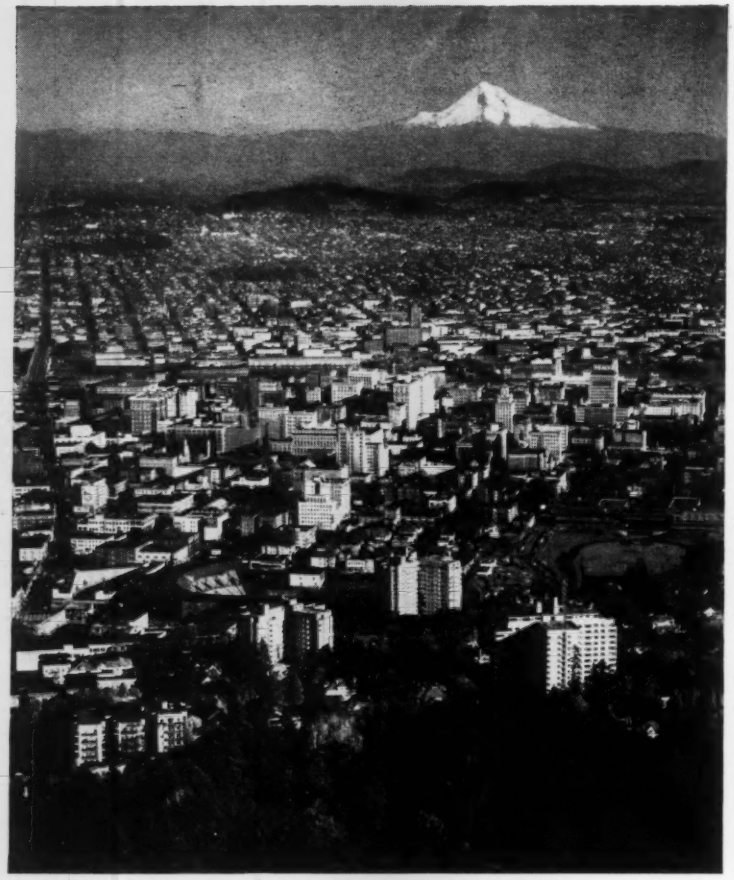
Bradley University faculty members make their knowledge available to Peoriarea by answering questions on the air.

A dramatic narrative of case histories of prisoners in Joliet penitentiary . . . the prisoner tells his own story.

These public service programs plus the industrial community relations programs carried on WMBD are representative of WMBD's service to the community—another reason why all Peoriarea listens to WMBD.

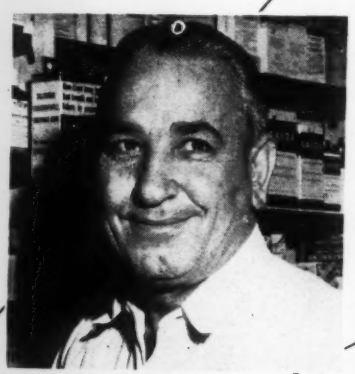
See Free & Peters . . .

AM WMBD FM
FIRST in the Heart of Illinois
PEORIA
CBS Radio Network
5000 Watts



THE People's Choice* IN PORTLAND OREGON

This is Portland, one of the fastest-growing markets in the West, deriving its income from vast lumber, agricultural, industrial and shipping enterprises. Peopled by well-paid workers who are accustomed to higher-than-average standards of living. Principal city in Oregon and the heart of KGW's coverage area.



DRUGGIST Gurth M. Cole, owner, Woodland Park Drugs, states, "KGW's public service policy has given surrounding communities countless benefits through the years, proof of a fine sense of public responsibility."

More than 30 years of daily contact on a local level, with thousands of prosperous families in the KGW area has brought this station the kind of audience every advertiser thinks of as his ideal consumer group. KGW IS the voice of the great Oregon-Southwest Washington market to a large share of the people. Every program-day is planned to maintain this friendly interest.

Insist on getting your share of the business in this growing area. Sell quick-to-respond customers via KGW!

KGW

NBC AFFILIATE

PORTLAND, OREGON

REPRESENTED *Nationally* by EDWARD PETRY &

OUTSTANDING CHOICE OF THE RADIO AUDIENCE: KGW!

LUMBER DEALER K. R. Santee, Woodland Park Lumber Co. owner, asserts, "Community service of the highest order has won KGW its well-deserved position as Portland's favorite radio station."

APPLIANCE MAN Leon A. Wadsworth of Wadsworth's Plumbing and and Appliance Store says, "Everyone in our area is a consistent KGW listener, depending on this fine station for news of products and fine entertainment."

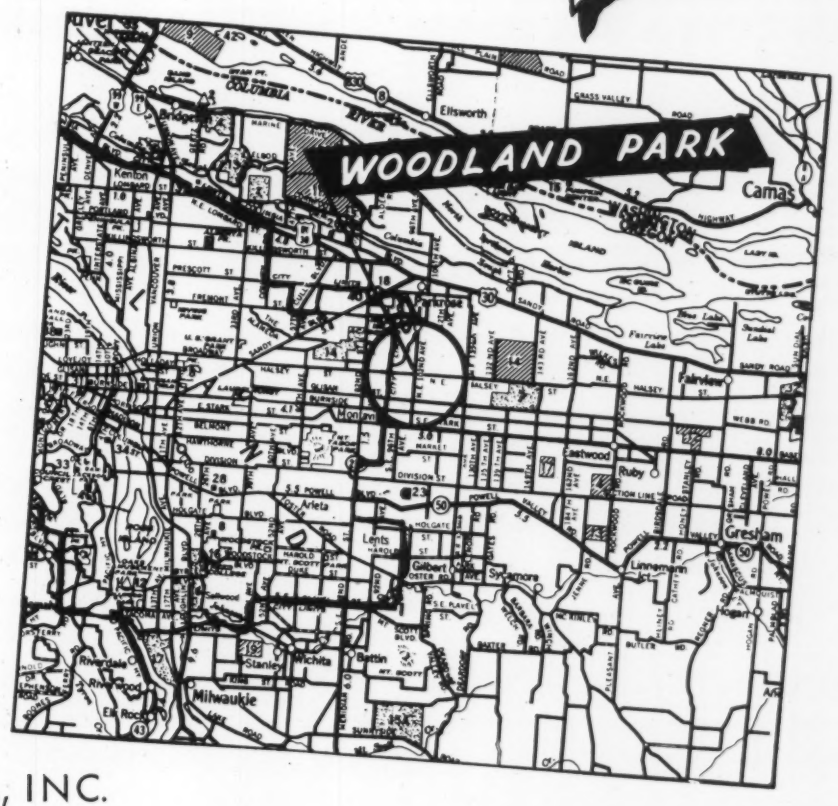
GROCER Hiro Takeuchi, owner of the Halsey Food Center, reports "KGW's series of community salutes has been the best in Portland radio history."

GROCER Mary Teresi, says, "KGW is our choice! Customers constantly demand products advertised over this great radio station. It's a responsive audience in every respect."

Woodland Park...

One of Portland's newest and fastest growing residential areas. The 13th Portland Community this year to give KGW the vote as "The People's Choice".

APPLIANCE DEALER, John M. Jerman, Woodland Park Appliance Store, "This great pioneer station has taken an interest in our community that equals our own. We, in turn, are enthusiastic backers of KGW!"



GROCER Al Erlandsen, of Al's Food Market, says, "Thirty per cent increases in sales are the rule when nationally-advertised products go on the air via KGW!"

CO., INC.

new business

Spot • • •

AMERICAN SOUL CLINIC Inc., Huntington Park, Calif. (religious group), started *Church in the Home* on KECA-TV Los Angeles and KGO-TV San Francisco, Sun., 11 a.m.-12 noon, for 52 weeks from Nov. 23. Agency: Arthur V. Jones Adv., L. A.

Network • • •

GENERAL MOTORS Corp., Detroit, renewing sponsorship of *Your Land and Mine* news program featuring Henry J. Taylor, Mon., 8-8:15 p.m. EST over ABC radio for 52 weeks, effective Dec. 15. Agency: Kudner Agency, N. Y.

LEWIS FOOD Co., L. A. (Dr. Ross dog and cat food), started *The Hollywood Story* on 26 Columbia Pacific Radio stations, Sun., 1-1:30 p.m. PST, for 52 weeks from Nov. 16. Agency: Rockett-Lauritzen, L. A.

FRED W. AMEND Co., Danville, Ill. (Chuckles candy), to sponsor *Hail the Champ* on ABC-TV alternate Sat., 11:30-12 noon EST, starting Dec. 27. Program will alternate with Derby Foods' *Sky King*. Amend Agency: Henri, Hurst & McDonald, Chicago.

GEMEX Co., Union, N. J. (expansion watchbands), sponsoring *Stork Club* on CBS-TV, Sat., 7-7:30 p.m. alternate weeks effective Jan. 3. Agency: BBDO, N. Y.

SWANK Inc., Attleboro, Mass. (men's jewelry), sponsoring *Steve Randall*, detective series, over DuMont TV Network, Fri., 8-8:30 p.m. EST. Agency: Bert Goldsmith Inc., N. Y.

Agency Appointments • • •

TRUMBULL ELECTRIC Dept., General Electric Co., Plainville, Conn., appoints Wilson, Haight & Welch Inc., Hartford, Conn., effective Jan. 1.

CHUN-WONG Inc., L. A. (Wong's frozen Chinese food), appoints J. Walter Thompson Co., that city. W. C. LEWELLEN is account executive. Radio-TV is being used.

DODGE DEALERS Assn., Kansas City, appoints Scott Assoc., same city. TV is being used and radio will be added.

CHRISTIAN HEURICH BREWING Co., Washington, D. C., appoints Kal, Ehrlich & Merrick, same city. Plans call for use of all media. Ac-

(Continued on page 50)

Wherever you
Go there's
Radio
. . . and wherever you go in Western New York, Northwestern Pennsylvania or in the two-billion dollar Ontario area, you'll find WGR is the most listened-to radio station.
ONTARIO
WESTERN NEW YORK
NORTHWESTERN PENNSYLVANIA
WGR
55
CBS Radio Network
Broadcasting Corporation
RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.
Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

On All Accounts

(Continued from page 12)

also assisted in developing *Sing It Again*.

Mr. McHugh left CBS in 1948 to accept a post with Brown Radio Productions in Nashville, as executive producer. He produced the *Jax All Star Jubilee, Light Crust Flour Show, Lew Childre Show, Second Spring, Hometown Review* and *Purina Checkerboard Jamboree*. He also helped build and produce the transcribed *George Morgan Robin Hood Hoedown*.

On Feb. 15, 1950, Mr. McHugh joined Tracy-Locke Agency as radio-TV director. Currently he is producing *Light Crust Doughboys* (with Hank Thompson), which has started on 25 southwestern and southeastern stations. He also is producing the *Welcome Neighbor Show*.

In addition to these duties, Mr. McHugh is responsible for supervision of southwestern-southeastern radio-TV campaigns involving the Borden Co., Mrs. Baird's Bread, Imperial Sugar, Comet Rice, Maryland Coffee Club, Haggar Slacks, Ireland's Chili and Barbecue Sauce, Skillern's Drug Stores, Adleta-RCA, King Candy and Budweiser.

Under Phil McHugh's guiding hand, the agency pursues continuing research for advertisers to help them select media best suited to their needs. Staunch believer in television, the Dallas firm keeps a continuing cost-per-thousand check on all radio-TV spot announcements and programs.

Claiming to be the first agency in the Southwest to use and develop station ID announcements, Tracy-Locke was in an excellent position when network TV came to that area. Mr. McHugh has had more than an incidental role in the agency's development to a point where it now enjoys annual TV billings of over $1 million compared to $250,000 when he joined the firm.

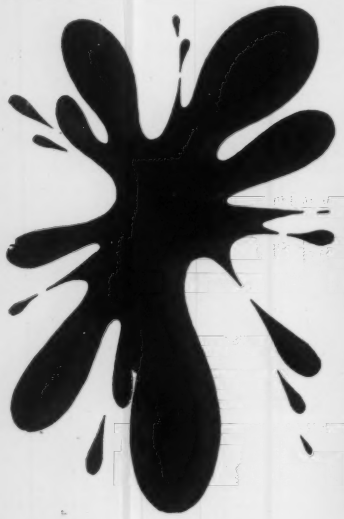
TO SELL THE $3.5 BILLION COUNTRYPOLITAN MARKET

Till WNAX's Big Aggie Land

ONLY METROPOLITAN NYC and Chicago are bigger markets—and no comparable area is more effectively covered by a single radio station. WNAX is heard 3 to 7 times a week in 80% of the countrypolitan homes of Big Aggie Land.

- That's 267 counties in Minnesota, the Dakotas, Nebraska and Iowa.
- That's where WNAX averages more than 3 times the share-of-audience of its nearest competitor.
- That's where WNAX has top rating in 97.3% of the 500 segments covered by the 1952 Diary Study.

THAT'S WHERE your Class A chain-break reaches 20,000 radio homes for $1. That's WNAX, where your sales message tills fertile ground. Further information from The Katz Agency.



WOOPS!!

Just to catch your eye, Mr. Time-buyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

IN THE NATION'S CAPITAL YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

980 KC • 93.9 FM

Represented by NBC Spot Sales

feature of the week

CAMERAMAN Bob Hall aims WSPD-TV camera at (l to r) Mr. Evans, Dr. Downes and Mr. Stahl during telecast of credit course on Ohio history.

* * *

ONE of the video stations in the country telecasting university courses for credit is WSPD-TV Toledo, which began two half-hour TV courses—one in homemaking and the other in Ohio history—on Oct. 15 at 9:45 a.m. daily in cooperation with the U. of Toledo.

The presentations are part of Toledo U.'s adult education program headed by Dr. Arnold E. Hanson. They were worked out by Bob Evans, WSPD-TV program director, with Murray W. Stahl, university TV and radio coordinator.

The course in Ohio history was planned in conjunction with the state's sesquicentennial in 1953 and covers significant developments in Ohio's chronology, including the ballot issue of Ohio constitutions. The course is being taught for two hours' credit Monday, Wednesday and Friday by Dr. Randolph C. Downes, director of the Historical Society of Northwestern Ohio.

The homemaking course was planned to cover such topics as table settings, furniture design or millinery and occupies the Tuesday-Thursday 9:45 a.m. slot on the WSPD-TV schedule. Dr. Helen Marley, head of the university home economics department, teaches the one-hour-credit course.

Assignments are received and returned by mail, with student viewers taking final examinations at the university. The courses also are taken without credit and interested listeners are able to buy study guides to follow the course.

strictly business

MR. BROIDY
". . . Within the next decade . . ."

WILLIAM F. BROIDY, president of William F. Broidy Productions Inc., Hollywood, and vice president in charge of production for the new $1 million Vitapix Corp., lives a philosophy based on taking seriously his responsibility to the American public.

"Providing filmed television entertainment to what ultimately must include every average home in the nation," means, according to Mr. Broidy, "that we shall be responsible, within the next decade, for the introduction of new standards of living, dress and speech, as a result of the indirect influence upon audiences of all these."

No neophyte despite his 37 years, Mr. Broidy pulled up his New England stakes for California in March

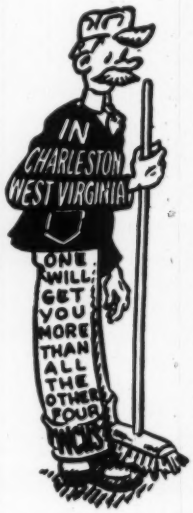
(Continued on page 52)

Mister Gene Cogan
Marschalk & Pratt
New York City, N. Y.

Dere Gene:

How come you fellers let Wall St. get to Chi. I seen a newspaper with th' Wall St. name on th' boss' desk but it come frum Chi. Well sir, th' thing I heerd said thet paper wuz a story about chemicul sales rilly boomin'. Ov course, you fellers has th' Esso Reportur on WCHS with 5,000 on 580 and you know this here place is th' fifth biggest chemicul stuff producur in th' hull U.S.A. Seems like evrytime I turn on th' radeo I heer a feller with th' Esso news. Also seems like evrytime I git my modul T on th' road I see an Esso stashun. Guess Esso covurs this markit like WCHS, jist like a blankit.

Yrs. fer Happy Motorin', Algy.



WCHS Charleston, W. Va.

Ever Get That "Tired" Feeling?

Take a tip from little Bismarck—you'll sleep like a baby if you've put KFYR to work, selling families with the 4th highest buying power in the nation* . . . in wealthy North Dakota.

*SM 1951 Survey of Buying Power.

KFYR

BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE

Rep. by John Blair

XUM

Triple Threat Even Yet

COLOSSUS OF THE CAROLINAS

College athlete turned WBT newsman, Phil Agresta threatens to triple the rating of the next most popular Charlotte radio program heard at the same time as his "Carolina News." Score: WBT 15.1, next highest rating station, 5.9. (Pulse, 1952) If competition threatens you in the Carolinas, put in the first team—WBT and WBT local personalities.

WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

An

THE NEWSWEEKLY OF

XUM

nouncing

A NEW FORMAT

for

Editorial & Advertising

Effective January 19, 1953

On that date we appear in our new typographical dress.

But the changes will be physical *only;* the news (while it is news) will reach you as usual, every Monday morning.

The restyling is tailored to make your reading easier. We will use the most modern type face, for maximum clarity. B•T will contain a brand-new feature section, specializing in "How To" articles. No more "jumps" from front to middle or back. Bigger and better pictures.

The same kind of news will appear in the same relative positions every week (except for top spot news stories). Thus the interests of all readers—advertisers, agencies, broadcasters, researchers, syndicates, packagers, trade groups, networks, suppliers—will be better served.

Hence, advertising dimensions will change slightly. There will be three columns instead of four. Headlines will be more meaningful. The book will be side-stitched; the stock heavier and whiter.

We are applying most modern techniques in the presentation of all the news in radio and television, in tempo with the strides of the media we have been privileged to serve for 21 exciting years.

XUM

More Leading Jobbers

in Louisiana, Arkansas, Texas

Praise KWKH

Q. T. HARDTNER, JR., President
Ocean Coffee Co.,
Hardtner Lumber Co.,
Shreveport, SAYS:

"KWKH is Ark-La-Tex's favorite radio station"

HAROLD W. HARGROVE,
Sales Manager
Shreveport Beverage Agency
(Jax Division), Shreveport, SAYS:

"KWKH has been the greatest single factor in building demand"

JAMES E. CAWTHON, President
Shreveport Grain & Elevator Co.,
Shreveport, SAYS:

"For several years we have used KWKH with unfailing success"

Every smart, progressive manufacturer knows that a good distributor can make all the sales difference in the world, in any market. That's why more and more heads-up companies are not only working with the very best jobbers and distributors available, but are also asking their advice about local business conditions, regional peculiarities, and the best advertising values in each market. *They know that local men know the local picture best.*

The three men at the left are among the most successful distributors in Shreveport—the natural distribution center for the big Louisiana, Arkansas, Texas area. Read the excerpts we've taken from letters they've recently written us—then ask *your* Shreveport distributor for his recommendations on radio in this area!

KWKH

A Shreveport Times Station

SHREVEPORT Texas LOUISIANA Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

50,000 Watts • CBS Radio

BROADCASTING

Vol. 43, No. 21 NOVEMBER 24, 1952

RADIO-TV EXCLUSION

Korean Pool for Ike Draws Protests

RADIO and television, only on-the-spot news media that tell history at the instant it happens, last week served notice they will fight for a better break from the new Congress and the new Administration in covering public events.

Significant development among a series of incidents last week was an industrywide protest against the freezing out of radio and TV newsmen from the Korean trip of President-elect Dwight D. Eisenhower.

A few minutes after James C. Hagerty, the President-elect's news secretary, had announced Thursday afternoon that a three-man pool would make the trip, protests started coming out of industry circles. The pool, as announced, will comprise one reporter, one still photographer and one newsreel man.

First to protest was Radio Correspondents Assn. It was soon joined by NARTB, National Assn. of Radio News Directors and network news executives. Within a few hours Thursday a whole series of objections had come from executives and organizations, all concerned over what they felt was an unjustified omission of radio and TV from the mission to Korea.

Stanton, Kintner Objections

Industry reaction was uniform. CBS President Frank Stanton registered "the strongest possible protest against such discrimination." He called it "a dangerous precedent." ABC President Robert Kintner expressed "great concern" over omission of representatives "of the two largest mass news media." Other network officials took a similar stand.

Addition of both a radio and a television reporter to the Korean pool was asked by Harold E. Fellows, NARTB president. He pointed out that reporters for the electronic media are highly trained in their special type of work.

Hollis Seavey, president of Radio Correspondents Assn., referred to the pool as "an unprecedented decision denying representation" to radio and TV. He urged inclusion of radio and TV in the party.

Jim Bormann, WCCO Minneapolis, president of National Assn. of Radio News Directors, said the pool plan "was discriminatory to an alarming degree." He added that Gen. Eisenhower in effect would be "turning his back on millions of radio listeners and television viewers."

NBC President Joseph H. McConnell wired Gen. Eisenhower that radio and TV problems "are separate and distinct from press and theatrical newsreels."

Confronted by rising pressure to bar them from covering current happenings, plus arbitrary official rulings, and court decisions, the electronic media find their problem is receiving closer attention inside and outside the government.

Last week the coverage question was discussed on several occasions —the Sigma Delta Chi convention in Denver, a broadcast debate on WWDC Washington (see story, page 97) and the CBS-Television *Man of the Week*.

Representing all sides of journalism, Sigma Delta Chi delegates at their national meeting (see story this page) reminded radio-TV reporters that the press had fought 150 years to attain the full privileges now enjoyed. There appeared to be agreement that broadcasters and telecasters face a similar battle, with good chance of success if they act with discretion.

Rep. Joseph W. Martin Jr. (R-Mass.), slated to be House Speaker in the new Congress, added an encouraging note to the radio-TV situation when he disagreed with Speaker Sam Rayburn's ban on radio and TV pickups from the House of Representatives. Appearing on *Man of the Week*, Rep. Martin said he could not go along with the flat Rayburn prohibition. He contended the decision on radio and TV pickups of hearings and related proceedings should be left to individual committee chairmen. (See story page 97.)

CBS President Stanton's protest, addressed to President-elect Eisenhower, follows:

We have been informed by James Hagerty, your press secretary, that radio and television may not assign representatives to report your forthcoming trip to Korea. CBS desires to register the strongest possible protest against such discrimination.

There can no longer be any doubt that the country as a whole relies more heavily on radio and television for news and major events than on any other medium, and radio and television representatives must be able to obtain first-hand information if they are to discharge their obligations to the public.

We anxiously await your reconsideration. The existing proposal to cover your important mission with but one photographer, one newsreel camera, and one press association correspondent sets a dangerous precedent and should not prevail.

Mr. Fellows' telegram to Mr. Hagerty follows:

Urge reconsideration your proposal for news coverage of Korean trip. Respectfully suggest your program for three-man team does not give radio and television adequate opportunity to fulfill their responsibility as news media.

There should be a radio correspondent specially trained in techniques of radio reporting including recorded

(Continued on page 38)

EQUAL ACCESS

Radio, TV Cautioned at SDX Meet

BROADCASTERS and telecasters were told last Friday that they will acquire access to information on a parity with the press as a natural evolution but not by elbowing their way into places they may not be wanted.

That was the substance of a report submitted to the 33d national convention of Sigma Delta Chi, national professional journalistic fraternity, in Denver. Implicit in the report was the view that television particularly at this stage should mind its manners and not expect the full privileges granted the press, achieved over 150 years of newspapering.

The report was drawn by a committee headed by Palmer Hoyt, publisher of the *Denver Post*. Radio-TV viewpoints were represented on the committee by Oliver Gramling, assistant general manager of the AP, and William Ray, director of news and special events, NBC Chicago.

It was learned that the original draft was modified after Mr. Ray had proposed to submit a minority report taking issue with certain observations regarded as errors of fact. These included allusions to the bright lights and noise of TV and to the desirability of a code of ethics for TV news handling. These were deleted, it became known, after it had been pointed out that TV does not require bright lights and that there exists the NARTB television code which deals with news handling.

"Newsmen learned long ago," said the report, "that part of the campaign is a natural evolution of building slowly a public acceptance of methods and devices in gathering news, rather than to force them upon those who are reluctant because of their unfamiliarity with and consequent fear of new methods and gadgets.

"Sigma Delta Chi certainly is on the record that it is sympathetic with the contention that television should enjoy the same rights as other elements of the press. The project of mapping a program of education of public and federal-civil authorities alike and selling them will not be a popular one. Nor will it include shortcuts. But it will be the effective method of achieving TV goals, as has been the result in the newspaper field."

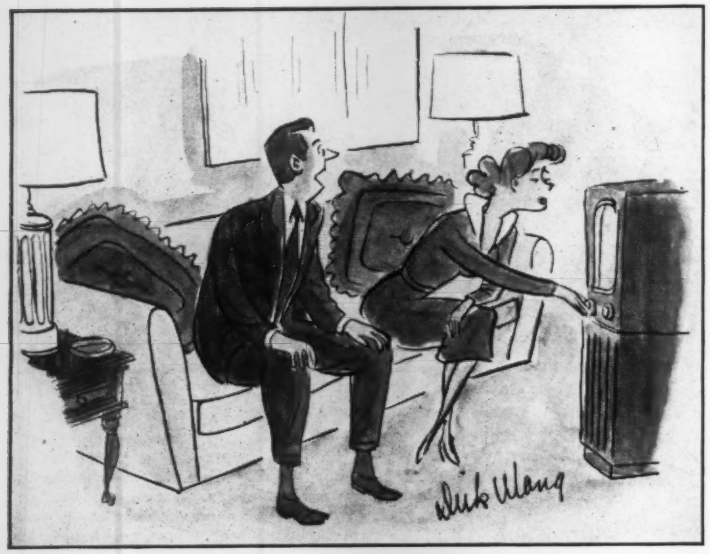
Contending that newspapers do

(Continued on page 36)

* * *

Mr. GRAMLING **Mr. HOYT** **Mr. RAY**

. . . express views on media parity.



Drawn for BROADCASTING • TELECASTING by Dick Wang

"Doris, darling, you would make me the happiest man in the world if you would do me the honor . . . too much contrast . . . do me the honor of becoming . . . no, that's the brightness . . . the honor of becoming my . . ."

RETAIL SPIRAL

Foreseen by Doherty At D.C.-Md. Meet

RETAIL business promises to continue upward next year but the momentum to wage increases already has slowed down, although still on the upgrade, Richard P. Doherty, NARTB employe-employer relations department director and nationally known economist, told the Maryland-District of Columbia Radio & Broadcasters Assn. Friday at the Sheraton-Belvedere Hotel, Baltimore.

"During the last few months, the most typical wage increase in American industry has been at about 5 cents per hour, with 7% of new union contracts or renewals carrying no regular rate advances," Mr. Doherty said. "The number of 'no wage change' renewals will increase over the next six months but the overall average rise in straight-time rates will probably fall within a 2% or 3% range.

"However, with business holding up at current levels, such increases will cause a further upward pressure on operating costs and a thinner margin of profit, especially in businesses where payrolls are a substantial operating cost item. Avoiding further expansion in fringe or hidden labor costs will be necessary if management is to minimize profit-margin reductions in 1953."

Controls Relaxation

Mr. Doherty predicted wage controls will be washed up within five months and probably much earlier. Price controls will be relaxed, withdrawn in specific areas and finally scrapped except for a few critical commodities by late spring, he said. He estimated price ceilings over a broad range of consumer goods and services will exceed market price tags before the end of winter.

Whereas government spending has been the major stimulant to business, employment and prices since June 1950, Mr. Doherty declared the nation is entering a period where private business action will equal and then exceed government commitments as a basic economic force.

Business Indicators

In Mr. Doherty's opinion basic business indicators "do not lend support to the rather popular current assumption that a downward readjustment in production, employment and sales will take place by mid-1953." He said the overall business picture "will remain prosperous during the next 12 months," with retail trade up 5% to 10% over 1952 and Christmas trade exceeding last year. Farm prices will continue their gradual decline but increased acreage and larger crops will provide the same level of farm income, weather permitting.

He anticipated an increased tendency for a buyer's market in autos, appliances, jewelry, real estate and consumer soft goods. Net profits (before taxes) may be shaved a bit in 1953 except in companies and industries able to expand volume output or services to offset higher unit labor costs, he said. Average hourly wage rates will move up but at a slower rate than has been true since June 1950, he predicted.

Kern Joins Geyer

GEORGE KERN, Benton & Bowles, New York, has joined Geyer Adv., also New York, as associate director of radio and TV media, Harold H. Jaeger, vice president and general manager, announced last week.

GOLDEN TO NBC

Heads Spot Sales Research

APPOINTMENT of Richard W. Golden as manager of sales development and research for NBC Spot sales was announced Wednesday by H. W. Shepard, manager of sales development, advertising and promotion for the department.

Mr. Golden was formerly with Lester Lewis Assoc., New York, as a program producer and writer. Previously he was administrative assistant to the president of Theatre Network Television.

KMPC SALE

FCC Application Filed

APPLICATION for approval of the sale of KMPC Los Angeles from the estate of the late G. A. Richards to screen-radio-TV cowboy star Gene Autry and KMPC General Manager Robert O. Reynolds for $800,000 less about $230,000 quick net assets [B•T, Nov. 17, 10] was filed with the FCC last week.

FCC approval is asked for the assignment of KMPC's license to KMPC Inc., with Autry-owned Melody Ranch Enterprises Inc. as 51% owner; Mr. Reynolds, 40%; Lloyd Sigmon, 3.33%; Wesley L. Nutten Jr., 4%; Oren Mattison, 1.66%.

Mr. Autry will be president of the new company; Mr. Reynolds, vice president and general manager; Mr. Sigmon, vice president and assistant general manager; Mr. Nutten, secretary, and Mr. Mattison, treasurer. Mr. Sigmon is the present assistant general manager, and Mr. Mattison, auditor of KMPC. Mr. Nutten is an attorney.

Other Autry Holdings

New to the transferee is Mr. Autry, who already owns KOOL Phoenix, KOPO Tucson, and KNOG Nogales, Ariz. Mr. Reynolds increased his holdings from 7% to 40%. The other principals will maintain the same stockholdings they now have in the station.

In addition to the Richards' estate, Frank E. Mullen, TV consultant and former NBC executive vice president, is a stockholder. He owns 10% of KMPC.

As an independent outlet, KMPC operates on 710 kc with 50 kw day, 10 kw night. It was established 25 years ago as "The Station of the Stars." For the past five years it held a construction permit to increase its nighttime power to 50 kw, directional, but due to technical difficulties it was found impossible to meet the requirements laid down by the FCC. Last September it turned back the CP to the FCC [B•T, Sept. 22]. KMPC is represented by H-R Representatives.

SCHECHTER FIRM

Enters Pub. Rel. in N. Y.

A. A. (ABE) SCHECHTER, prominent news executive, announced last week the formation of a new public relations firm, A. A. Schechter Assoc., with offices at 250 Park Ave., New York.

Mr. Schechter

Mr. Schechter is widely known in radio, having directed the news operations of both ABC and Mutual during a career that also has included service with Crowell-Collier Pub. Co., Associated Press, International News Service and the old *New York World* among other newpapers.

He resigned as a general executive of NBC preliminary to opening his new public relations firm [CLOSED CIRCUIT, Oct. 27]. He was in charge of NBC's revolutionary new television communication program, *Today*, a two-hour morning show, from its inception last January.

News Reporting

Mr. Schechter organized NBC's world-wide news organization in 1935 and directed its operations until he entered war service. During this tenure he was credited with many innovations in newscasting, including the sale of *Esso Reporter*, which pioneered the field of radio news reporting under commercial sponsorship.

In 1941 he was named consultant to the War Dept. Bureau of Public Relations and subsequently served on Gen. MacArthur's public relations staff in charge of communications for war correspondents. He served in the Pacific area, attaining the rank of lieutenant colonel.

After the war he joined Mutual as vice president in charge of news and public relations. He resigned in late 1950 to join Crowell-Collier, where he became vice president in charge of public relations, a post he held until the first of this year, when he moved back to NBC as a general executive to handle special assignments.

KROW Contract

WHAT was reported to be "the largest sale of block radio time in the history of northern California broadcasting" was signed last week between KROW Oakland and Athur Murray Dance Studios. The contract calls for use of KROW facilities six nights weekly between midnight and 6 a.m. and totals 1,872 hours during the year. Russell, Harris & Wood is the agency with Ted Carlson representing KROW.

DUMONT-NCAA DIFFER

Debate Football TV Controls

THE NATIONAL Collegiate Athletic Assn.'s (NCAA) football television program was denounced last week as an activity "in restraint of trade" that ignores "the public interest" and defended on the other hand as a legal plan designed to protect college football and preserve the overall college sports curriculum.

These divergent viewpoints were presented by Dr. Allen B. DuMont, president of Allen B. DuMont Labs. and DuMont Television Network, in the role of critic, and by Asa S. Bushnell, director of the NCAA TV Committee, at a luncheon meeting of the New York Football Writers' Assn. last Monday in New York.

Pointing out that the NCAA program restricts the telecasting of college football to only one game per week, Dr. DuMont declared this is tantamount to telling the public that "you may see this game we have chosen for you to see, but no other, no matter what your personal desires may be."

In similar fashion, Dr. DuMont asserted, NCAA says to the TV networks that "only one of you may carry this game and the rest of you are out of luck." Dr. DuMont charged that NCAA pegged the price of this football program "so high that only a few of the richest corporations in the land can afford to sponsor it."

"I submit that this is morally and legally contrary to the concept of our American free enterprise system," he declared. "It is restraint of trade inappropriately disguised by an academic cap and gown."

This year's NCAA TV series is sponsored by General Motors on NBC-TV.

Would Fight Threats

Dr. DuMont served notice that he would fight vigorously any threat to "the foundations of our incentive system." He noted this system made possible the support of intercollegiate sports and went on to accuse the NCAA of violating principles [of the free incentive system] that made its existence possible.

The attitude of NCAA, Dr. DuMont continued, poses a paradox because educators have praised television as "the most effective means ever known for promoting understanding and enlightenment in almost every field." He cited statements filed with FCC last year by more than 800 educational institutions and systems whose ultimate goal was some 500 TV stations "not alone for teaching students . . . but to acquaint the public with all of their activities."

"Yet here is a case of many of these same institutions delegating to a trade association—the NCAA—the rights and obligations connected with one of their important activities—football," Dr. DuMont declared. "And this trade association says that television is detrimental—the public and the alumni have no rights in the matter."

Dr. DuMont charged that NCAA brandishes the threat of "boycott" against any school that "dares to violate" regulations. He contended any school that planned to telecast its games "is threatened with blacklisting by the NCAA" and must submit or abandon its intercollegiate program.

He listed what he called the "two pet arguments" of the NCAA in support of its plan: (1) TV must be restricted to protect college attendance, and (2) NCAA members must not succumb to what the committee calls the "irresistible lure of TV receipts."

On the matter of gate receipts, Dr. DuMont insisted, the committee has never been able to prove that television has had—or would have—"any lasting detrimental effect on the box office." He declared that "careful studies" of the situation—"including one that cost the NCAA $50,000 last year"—demonstrated that "attendance declines were more marked among colleges where there was no television. Dr. DuMont referred to figures of the National Opinion Research Center, U. S. Dept. of Commerce, and last year's mid-season survey by AP to bolster his contention.

Dr. DuMont said he interpreted NCAA's other reason for restricting television as meaning that the committee "wants to save its colleges from the temptation of going out and buying good football teams in order to be assured of lucrative television contracts."

Questions Reasoning

"That, it seems to me, is slander of every educator and educational administrator and every educational institution in the country," Dr. DuMont asserted. "Does the NCAA mean that college presidents can't be trusted? Or does it mean that college managements have so little control over their own athletic departments than an outside agency has to take over?"

Dr. DuMont stressed he was not quarreling with individual schools or colleges. He added that, in the final analysis, the schools should decide whether to telecast all, part or none of their games. But in any eventuality, Dr. DuMont declared, no undue pressure should be applied by NCAA.

In summarizing his position, Dr. DuMont charged that NCAA's "attempt to hamper and hem in television is a return to the Dark Ages—an attempt to pervert science's greatest contribution to communication and understanding into an instrument that threatens the public's freedom of choice and the integrity of our educational system."

Mr. Bushnell defended his declaration that the NCAA 1952 television plan was legal by pointing out that it was undertaken on the "advice of competent counsel." He declared that lawyers have told him that the test of legality in this case revolves around the "simple question of reasonableness."

"As we understand it," Mr. Bushnell continued, "the anti-trust

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NBC SALES UNIFIED

Combines Radio, TV

UNIFICATION of its radio and television network sales staffs, with an accompanying organization of "sales units" to service clients, agencies and prospects, was announced by NBC last week [B•T, Nov. 17].

Mr. Herbert

Under John K. Herbert, elected vice president in charge of both radio and TV network sales last July, the reintegrated department will consist of three radio-TV sales divisions—Eastern, Central and Western—and two staff divisions, Merchandising and Sales Development & Services.

George H. Frey, who has been vice president and director of television network sales, was elected vice president and sales director for both radio and TV, in overall charge of the selling activities of the three sales divisions and of the work of the two staff divisions.

Walter D. Scott, who has been national sales manager for the radio network, becomes administrative sales manager. He will act for Mr. Herbert in special sales, policy and planning assignments, and in departmental administrative matters. Messrs. Frey and Scott will both report directly to Mr. Herbert.

Under Mr. Frey, each of the three sales divisions will be headed by a sales manager. They are:

Eastern Sales Div.—John Lanigan, formerly ABC vice president in charge of TV sales, is leaving that network to become manager of this division. Walter Gross, NBC sales representative in Detroit, will report to Mr. Lanigan.

Central Sales Div.—Edward R. Hitz, who has been manager of the Eastern Sales Div. for the NBC-TV network, becomes Central Sales Div. manager with headquarters in Chicago.

Western Sales Div. — John T. Williams, former western sales representative for NBC-TV, becomes Western Sales Div. manager with headquarters in Hollywood. Frank A. Berend, who has been in charge of network sales there, moves to a new position on the staff of John K. West, NBC Hollywood vice president.

Of the staff divisions, also under Mr. Frey, the newly established Sales Development & Services Div. will be headed by George MacGovern, former administrative assistant to Mr. Herbert, while the Merchandising Div. will continue under the direction of Fred N. Dodge, who established it.

Under Mr. MacGovern in the Sales Development & Services Div. will be: Frank Reed, former manager of Television Sales Service, who becomes manager of Sales Services for both radio and TV, heading a department which includes a Radio Sales Services Sec-

(Continued on page 42)

* * *

Mr. Scott

Mr. Dodge

Mr. MacGovern

Mr. Williams

Mr. Frey

Mr. Hitz

Mr. Lanigan

OKLAHOMA TIRE & SUPPLY CO.'S EFFECTIVE POLICY:

Short Commercials for Impact

ASTUTE use of radio is reflected in the 18-year growth of Oklahoma Tire & Supply Co. From its first four-month broadcast test, the firm has steadily increased its use of stations throughout the southwestern states that comprise its selling area. Otasco and its agency carefully keep an eye on the type of program that interests the buyer, maintain a constant aircheck on sales impact of its messages, and adhere to a policy that short, to-the-point commercials do the best selling job.

"RADIO, at today's cost levels, gives more for the money than any other medium of advertising we have ever used."

Those are the words of the veteran advertising executive of the Oklahoma Tire & Supply Co., which claims to be largest independent automotive chain in the world.

The growth of that firm from a single two-man store in 1918 to its present stature of 207 stores in four states has been intimately connected with radio.

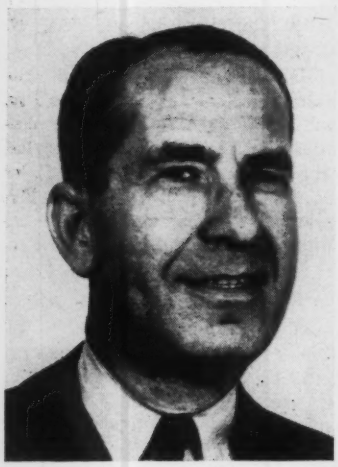
Always a believer in advertising, Oklahoma Tire & Supply Co. early discovered that many of its customers were located in areas that were not covered effectively by newspapers.

An intensive study in 1934 showed that the 15 Oklahoma markets that it covered at that time were at least half "rural." Residents in those areas were not seeing advertising in newspapers.

As an experiment the firm appropriated $600 for radio to use over a four-month period on one station.

"The success of this first radio schedule was very gratifying," says D. C. Sperry, advertising manager, looking back on these early tests. "The next year a second station was added in another market and the radio budget was increased to $3,000," he continued. "Again the success achieved with this new medium was sufficient to induce the company to go further into radio as an advertising medium."

* * *



D. C. (Clem) Sperry, advertising manager of the firm. He superintends placing of advertising on 58 radio stations in the four-state area which the company serves.

Year after year new stations were added. In 1937 there were 16 stations on regular schedule. At that time the firm used one 15-minute musical program, Monday through Friday at noon. This was supplemented with spots at two other periods during the day.

* * *

IN 1941 Otasco, a name by which the company had become known through its radio programs, discovered the intense interest in news.

World events were occurring at such a rapid pace that year that the public was turning in ever increasing numbers to radio for quick and accurate reporting. The company bought all of the news programs that were available in all of its operating markets. By the end of 1942 the news schedule covered 31 stations throughout the firm's four-state territory.

The decision to concentrate on news proved to be the "jackpot," according to Mr. Sperry. Sales of tires, auto supplies and home appliances soared. Company officials were so pleased with this success that they have continued with the news format since that time. At present they are using 58 radio stations, located in 41 markets.

All of the regional and clear channel stations in the area are used as are 27% of the 250 w local stations. One third of Otasco's entire advertising budget goes for radio, a total of $160,000.

Advertising executives at Otasco have discovered that they get best result in sales by appealing to their audience at times the husband and wife are together. All advertising copy is "pitched" toward both. Because of this policy they use three daytime time periods: 7 to 8 a.m., 12 to 1 p.m. and 5:30 to 6:30 p.m.

To check the efficiency of this system the company makes regular surveys in specific markets with special bargains not advertised by any other medium and offered for a very limited time only. The store operators check the results and file reports with the home office.

In addition air checks are made in all markets by special crews. Stations never are informed when these checks are going to be made.

The entire history of the Oklahoma Tire & Supply Co. has been an unusual one. The firm was founded in a building with a 25-foot front in Okmulgee, Okla. Other stores were added in the border states of Arkansas, Kansas and Missouri.

In the 30s, the company expanded into the "associated" store field. These stores, each with an independent owner, now total 153. The company owns 54 stores in the larger markets of the four-state area.

* * *

ALL of the stock of the parent company is owned by officers and employes. Officers include: Maurice Sanditen, president; Julius Sanditen, vice president; Ely Sanditen, vice president, Herman Sanditen, treasurer; Carl Kerr, secretary; Samuel Minsky, personnel director; D. C. Sperry, advertising manager; Abe Brand, sales promotion manager.

The firm places its radio advertising through Watts-Payne Adv. of Tulsa. The firm also handles much of the research done on radio advertising.

Early this year, the company opened a new $850,000 general office and warehouse building in Tulsa.

Mr. Sperry, who keeps a close watch on the entire advertising schedule, believes that radio copy should be easy to listen to. The company never uses long commercials and tries to get a "lot of selling appeal" into a few words. The advertising department supplements its agency research with its own and analyzes each station and program before making a purchase.

BINAURAL SOUND

WQXR Program Sponsored

FIRST continuous sponsorship of binaural sound reproduction was started Nov. 16 over WQXR-AM-FM New York with Harvey Radio Co. Inc., New York, distributors of radio parts, underwriting weekly programs of *WQXR String Quartet* (6:05-7 p.m. EST) for 52 weeks.

President Harvey E. Sampson and Sales Manager Roy Nesch of Harvey Radio acted for the sponsor in contract negotiations. Robert L. Krieger, assistant commercial manager of WQXR, was account executive for the station.

Commercial copy throughout the series will stress equipment of Magnecord Inc., tape recorder manufacturer, a pioneer in binaural sound. System attempts to offer to listeners the experience of actual presence in music reproduction.

TRANSISTOR VALUE

Cited at RCA Showing

FIRST use of transistors at broadcasting stations will be in studio equipment, although eventually scientists working with these tiny semi-conductors hope to be able to use them in transmitters in place of power tubes, Dr. E. W. Engstrom, vice president in charge of RCA Laboratories, said Monday, following a news conference and demonstration at the RCA Labs. in Princeton, N. J.

Session was a forerunner of a series of technical conferences for RCA licensees, to which more than 500 executives and engineers have been invited, to be brought up to date on RCA's progress in the development of transistors. Demonstrating laboratory model radio and TV receivers and other devices powered by transistors made from specks of germanium, Dr. Engstrom stressed the experimental nature of these instruments but commented:

"These demonstrations highlight the fact that transistors are today no longer entirely a research concern. They are, in the fields of radio and television, an immediate problem for advanced development by industry engineers who can learn how to put them to work in evolving more versatile, smaller, sturdier and eventually lower cost equipment for industry and public."

Portable Set

Most spectacular of the transistor-equipped devices shown by RCA was a portable TV receiver, battery-operated and tubeless except for the picture—single-channel operating receiver contained in a case no larger than that of a portable typewriter (12 by 13 by seven inches) and weighing only 27 pounds. Unit was said to get good reception on its 5-inch screen with its self-contained loop antenna up to five miles from the NBC-TV transmitter in New York and up to 15 miles when a small rabbit-ear antenna was used.

Questioning whether anyone would want to own a small-screen portable TV set, Dr. Engstrom said that the purpose of constructing the model was to test transistors in all TV receiver circuits to see what problems would arise and to make a start on their solution. He predicted that through transistors the size and weight of standard TV sets could be reduced appreciably, with costs dropping to about two-thirds of their present level (assuming no further inflation).

Use of transistors in "walkie-lookie" equipment, the portable TV transmitter such as was used at the political conventions, resulted in cutting the unit's weight to about one-fourth and its power consumption to one-tenth ("An important factor when you are carrying your own power supply," Dr. Engstrom noted). Application of transistors to portable radios similarly reduced size and weight of these units, without noticable change in quality in AM but lacking quite as much sensitivity in FM, in the present preliminary form of the transistor models. Reduction of size does not mean much in an auto radio, but here the importance of transistors is in power savings, the transistor receiver that was demonstrated needing only as much current as is used by the two dial lights.

In Tiny Transmitters

Use of transistors in tiny radio transmitters was demonstrated by a wireless phonograph jack for connecting a radio speaker to a record player and by a roving microphone-transmitter whose signal can be picked up and amplified by any broadcast-band radio receiver within 25 feet of the transmitter. A transistor ukelele and toy piano were also demonstrated as was the application of transistors to electronic computers.

The growing and refining of germanium crystals and the manufacture of transistors in the laboratory were demonstrated, with constant emphasis on the experimental nature of the operations and on the need for much more work before transistors can be mass-produced and before they can be used in commercial products. To expedite the developmental period, RCA is making four types of transistors available to other companies at prices ranging from $14 to $25 each.

In addition to small size and low weight, the transistor has the advantage of ruggedness lacking in vacuum tubes, of immediate response without need for warm-up time, and of the ability to operate on very low power, producing very little heat. However, Dr. Engstrom pointed out that transistors can not just be plugged into a system in place of tubes but that their use called for specially-designed circuitry.

Far from replacing the vacuum tube completely, the transistor will work side by side with the tube and may even increase the tube market, Dr. Engstrom said. "This is because the transistor will allow the development of electron devices now undreamed of. Many of these devices will still require the work of electron tubes and in quantities that will continue to tax the manufacturing capacity of the electron tube industry. Thus, as transistors begin to replace certain tubes in present electronic equipment, the displaced tubes will find new jobs in new devices made possible by the development of the transistor."

Dr. Engstrom examines 10 types of transistors employed in demonstrations.

* * *

BAB BUDGET

May Hit $600,000; Ryan Re-elected

FORECAST that Broadcast Advertising Bureau's annual operating budget will pass the $600,000 mark by next March 31 was a highlight of BAB's annual membership and board meeting in New York last week.

Other activities were election of officers and five new board members, appointment of new key committees and revision of membership dues structures.

President William B. Ryan predicted that station membership, now at 690, will grow to about 750 by the March 31 close of BAB's fiscal year and that in the same period more than $40,000 will be added to the current $620,000 annual operating burget. He said 145 stations have been added to membership rolls during the past seven months.

BAB Board Chairman Charles C. Caley, WMBD Peoria; President Ryan, Vice President Kevin B. Sweeney, and Assistant Secretary-Treasurer William L. Morison were re-elected.

Patt Is Treasurer

John Patt, of the Goodwill Stations, was elected treasurer to succeed Allen M. Woodall, WDAK Columbus, Ga., and Simon Goldman, WJTN Jamestown, N. Y., was elected secretary, succeeding William B. Quarton, WMT Cedar Rapids.

Joseph Baudino, Westinghouse Radio Stations, was appointed chairman of the Executive Committee to succeed Edgar Kobak of WTWA Thomson, Ga., and Kenyon Brown, KWFT Wichita Falls, Tex., was named to succeed Mr. Patt as finance chairman.

Five new directors were added to the board. They were: Herb Hollister, KBOL Boulder, Col.; James H. Moore, WSLS Roanoke, Va.; Arch L. Madsen, KOVO Provo, Utah; F. Van Konynenberg, WCCO Minneapolis, and Ward L. Ingrim, KHJ Los Angeles.

Dues Structure

The new dues for station members, following recommendations advanced by the finance committee after a four-month study, will be based on a monthly payment equal to the station's one-hour rate. The change, which spokesmen said eventually will mean an increase in BAB income, is effective immediately but present members will be protected at the current rate of payment, which is based on one-half of the station's highest published hourly rate (per month). New members who apply before Jan. 31 will pay dues based on the old formula as applied to rate cards in effect Nov. 17.

The dues structure for station representation firms and service organizations also was revised, to make the formula simpler.

The following were named to serve with Mr. Baudino on the Executive Committee: William H. Fineshriber Jr., MBS; Adrian Murphy, CBS Radio; and Messrs. Goldman, Kobak, Woodall and Quarton.

Named to the Finance Committee with Mr. Brown: John K. Herbert, NBC; H. Preston Peters, Free & Peters; George B. Storer, Storer Broadcasting Co., and Mr. Patt.

Robert Swezey of WDSU New Orleans was reappointed chairman of the By-Laws Committee. Donald W. Thornburgh, of WCAU Philadelphia, and Mr. Hollister were named to assist him.

Gene Cagle of KFJZ Fort Worth was named chairman of the Membership Committee, to be assisted by Charles T. Ayres, ABC; William McGrath, WHDH Boston, and John Meagher, KYSM Mankato, Minn.

Kobak Lauded

The board voted special commendations for Mr. Kobak for his contributions during two years' service as chairman of the Executive Committee; for Mr. Patt, retiring Finance Committee chairman, and for out-going members of the board: William Beaton, KWKW Pasadena; George Hatch, KALL Salt Lake City; Eugene Katz, The Katz Agency, and Theodore Streibert, formerly of WOR New York; and for Messrs. Ryan and Sweeney and the BAB staff for the bureau's progress to date.

Next board meeting is scheduled in late March in New York.

XUM

LBS CHARGES DENIED

By 13 Teams

CATEGORICAL denial was made by 13 major league baseball clubs in Chicago Federal District Court last Monday that they violated anti-trust laws or participated in an illegal conspiracy against the now-defunct Liberty Broadcasting System.

Liberty last February filed suit against the 13 American and National League clubs for $12 million under the Clayton and Sherman Anti-Trust Acts, which carry triple damages if the plaintiff wins. A co-defendant, Western Union Telegraph Co., named in April, petitioned Federal Judge John P. Barnes for a postponement in filing an answer, and will appear in court today (Monday) with its official reply to Liberty charges. All other defendants filed formal answers with the court last Monday preparatory to a January trial.

Liberty charges restraint of trade, and a conspiracy among the baseball clubs and Western Union in keeping its *Game of the Day* feature off the air by refusing to supply games. This, LBS says, resulted in cancellation of station affiliation contracts and several lawsuits. The alleged financial loss forms the basis of the network's immediate and irreparable damage claim. It charges defendants thereby restrained the flow of interstate commerce, an essential charge in presenting a federal anti-trust case.

Legal Implications

Defendants deny they are engaged in interstate commerce, but Liberty's legal advisors believe interstate commerce is involved by definition, although not actually participated in. They claim defendants are liable inasmuch as LBS was engaged in interstate commerce and was affected adversely by the corporate defendants' actions.

Because of Illinois' two-year statute of limitations, prior damages cannot be claimed by the broadcasting company. Claims, therefore, are based on the period following formal filing of the complaint against the ball clubs, Feb. 21, 1952. The amendment to the complaint, naming WU as a defendant, was filed April 11, 1952.

Liberty's basic charges concern various agreements among the baseball clubs, between the American League and the National League, and between the clubs and WU. It alleges all these contracts are illegal, and will attempt to prove that the entire basic patterns are in conspiracy, stifle competition and encourage restraint of trade.

The network also alleges that, directly or indirectly, each of the 13 clubs controls, manages, owns or operates networks or stations, and shows a preference for these in signing over game broadcast rights. The clubs deny this flatly.

Liberty claims WU operates as a common carrier under permissive rather than compulsory powers of FCC regulations, thus making WU, as a permissive common carrier, liable to suit. If its power were compulsory, the FCC regulations would have to be challenged.

The network claims the telegraph company, as a common carrier, is required by law to service anyone, in or outside a ball park, in sending messages. Liberty's stand is that it was refused WU service because of broadcast agreements between WU and the ball clubs. Defendants claim Liberty's application for service from WU "did not comply with applicable tariffs of Western Union on file with FCC" and did not comply with terms of agreements between the defendant clubs and WU. Liberty's earlier petition for a temporary restraining order against the telegraph company was denied by Judge Barnes.

Answers were filed individually for each club and for three individuals. They include Ford C. Frick, National League president until this season and now Commissioner of Baseball; Warren C. Giles, National League president now, and Will Harridge, American League president.

National League clubs named are the Boston Braves, Chicago Cubs, New York Giants, Philadelphia Phillies, Pittsburgh Pirates and St. Louis Cardinals.

American League teams involved are Boston Red Sox, Detroit Tigers, New York Yankees, Philadelphia Athletics, St. Louis Browns, Washington Senators and Cleveland Indians.

Both National and American League clubs are represented in Chicago by Sidley, Austin, Burgess & Smith and James E. S. Baker of that firm. Liberty's attorneys are Thomas McConnell and James O. Smith. Mr. McConnell has a record of several successes in anti-trust cases, one involving motion picture distribution which was won in the U. S. Supreme Court.

Detailed exhibits of all agreements between the clubs and WU were included in the formal answers. Under present baseball agreements, there are only three broadcast rules. Major League Rule 1-D, which went into effect Dec. 7, 1946 and was rescinded Oct. 8, 1951, was in effect during the time LBS was involved in re-creating *Games of the Day* broadcasts.

The broadcast and telecast rules agreed upon by the clubs gave each club exclusive rights on games from its park. A club could not authorize broadcasts or telecasts outside its home territory and within another club's territory. Home territory was defined as the

(Continued on page 66)

LOS ANGELES' Mayor Fletcher Bowron (c) proclaimed Nov. 16 as "Amos 'n' Andy Day" in honor of the comedy team's 10,000th broadcast. Above, Freeman Gosden (l), who portrays "Amos," and Charles Correll who plays the role of "Andy," are congratulated.

LBS REBIRTH?

McLendon Asks Tariff Revision

FIRST glimmerings of a possible rebirth of the defunct Liberty Broadcasting System were seen last week when Barton McLendon, former co-chairman of the LBS board, filed a petition with the FCC against Southwestern Bell Telephone Co.

Petition asked the FCC to force Southwestern Bell to revise its tariff for Class A lines (100-5,000 cps) to permit them to be ordered for six hours per day, seven days a week on a monthly basis. Present tariff, petition charged, requires that Class A lines be ordered on a 16-hour per day basis.

Purpose of the six hour daily requirement is to establish a regional network among KLIF Dallas, KELP El Paso and KLBS Houston, Mr. McLendon said. All are owned by Trinity Broadcasting Corp., owned by Mr. McLendon and his son, Gordon B., who was president of LBS during its two year operation on a national basis.

Network's Beginning

Genesis of LBS was in a 1948 southwest regional network which carried baseball games to affiliated stations. In 1950, LBS spread nationally, carrying major league baseball games as the core of its program service. At the end it claimed more than 400 affiliates.

Inability to secure the rights to all the baseball games it needed, and the high cost of trancontinental lines were the two basic causes for LBS' demise, Gordon B. McLendon declared when he announced cessation of LBS programming last May [B•T, May 19].

LBS sued 13 major league baseball clubs for $12 million on charges of monopoly and damages.

Associated with the McLendons was H. R. Cullen, Texas oilman, who was the other co-chairman of LBS.

Mr. McLendon's petition recounted that he had asked for a quotation from Southwestern Bell for the noon to 6 p.m. use of Class A lines and that Southwestern Bell offered only Class C lines (200-3,500 cps) on that basis.

Since Class C lines are good only for voice and for not over 250 miles, Mr. McLendon felt that Southwestern Bell's tariff was unjust and unreasonable. Dallas is 223 miles from Houston, El Paso is 573 miles from Dallas and 677 miles from Houston.

He figured that to connect his three stations 16 hours a day with Class A lines would cost $9,063 per month. Same use of Class C lines would cost $4,110.75, Mr. McLendon estimated.

Requirement that users order Class A lines for at least 16 hours daily discriminates against small and regional networks in favor of the larger and more powerful networks, Mr. McLendon charged. This makes it "economically unfeasible for local or regional networks . . . from operating in competition with larger and more powerful networks except if such local or regional networks will operate close to 16 hours per day. The larger networks which operate for long periods each day are thus afforded a competitive economic advantage over smaller networks such as that proposed herein by Trinity Broadcasting Corp."

New program sources are required by many AM stations to meet the "competitive challenge of television," Mr. McLendon stated. The Southwestern Bell tariff and those of other AT&T subsidiaries "make it economcially impossible for AM stations to join together in a network to meet the competitive challenge of television except if they operate for 16 hours per day every day of the week or very close to 16 hours per day," he said.

Mr. McLendon asked, therefore, that the Commission institute proceedings under Section 205 and 208 of the Communications Act of 1934:

(a) to establish charges, classifications, regulations and practices in the premises, which will be just, fair and reasonable.

(b) to require the defendant herein to modify Tariff FCC No. 24 so as to eliminate the discrimination against defendant which exists by virtue of that tariff and

(c) to order and prohibit defendant herein from affording undue and unreasonable preferences and advantages to any persons under its tariffs relating to channels and program transmission furnished in connection with radio broadcasting.

HARRIS RADIO-TV PROBE Resumes Dec. 3

HOUSE Commerce subcommittee resumes its probe into radio and TV programming Dec. 3-4, it was announced last week.

The schedule, prepared by Rep. Oren Harris (D-Ark.), chairman of the subcommittee, calls for the FCC to be heard Dec. 3 and the American Assn. of Advertising Agencies Dec. 4.

Meanwhile, one other probe got underway on Capitol Hill last week and a third was scheduled to begin next month. A House Select Committee to Investigate Tax-Exempt Foundations began work last Tuesday. A House Select Committee to Investigate Pornographic Literature announced plans to begin hearings Dec. 1.

Both the radio-TV program probe and the "dirty books" probe were instigated by Rep. E. C. Gathings (D-Ark.). Investigation of radio-TV programs was handed to the House Commerce subcommittee. Rep. Gathings was made chairman of the Congressional look into smutty literature.

The two-day December hearings on radio-TV programs will conclude public hearings on the subject.

Hearings began last June, following House passage of a resolution to look into the "morality" and "offensiveness" of radio and TV programs, proposed by Rep. Gathings. With the exception of a two-day sitting in New York, the Committee has held all its hearings in Washington.

Major complaints regarding radio and TV have come from prohibitionists.

Report Forthcoming

Completion of next month's hearings will be followed by a final report, it is believed. Just what its nature will be cannot yet be determined. Final report must be submitted to the House clerk before the beginning of the 83d Congress, which convenes Jan. 3.

FCC Chairman Paul A. Walker will be the principal FCC witness, it is understood. Other Commissioners may appear. AAAA President Frederic R. Gamble is scheduled to appear to discuss advertising agencies' responsibilities for programming. A possible witness is Gordon P. Brown, owner of WSAY Rochester, N. Y., who has been the networks' gadfly for many years.

The study of philanthropic and educational foundations began last Tuesday. The Select Committee, headed by Rep. E. E. Cox (D-Ga.), author of the resolution to investigate foundations for "un-American and subversive influences," heard a number of prominent educators and experts. One, Dr. Vannevar Bush, war-time chief of scientific development, urged that the Committee recommend legislation requiring all foundations to make a complete annual report on income and grants made.

No Witch-Hunt

Fears the foundation probe would turn into a witch-hunt, expressed vigorously by opponents of the resolution, were allayed by Rep. Cox at a news conference last Monday. Mr. Cox said that on the basis of the cooperation by foundation officials as well as results of a study of answers to more than 600 questionnaires, "I am less inclined now to point an accusing finger."

In answer to an inquiry concerning the committee's intentions regarding tax-exempt foundations whose grants are used in competition with private enterprise, Rep. Cox said that committee would not touch that aspect. It was a matter for the House Ways & Means Committee, he said, since it involved a tax angle.

The foundation hearings are expected to run another three weeks.

Members of the Select Committee, in addition to Rep. Cox—who also headed the bitterly opposed FCC investigation in 1943—are: Reps. Donald L. O'Toole (D-N. Y.), Aime J. Forand (D-R. I.), Brooks Hays (D-Ark.), Richard M. Simpson (R-Pa.), Angier L. Goodwin (R-Mass.) and B. Carroll Reece (R-Tenn.). Harold M. Keele is general counsel.

TENTH straight year of sponsoring *News With Henry Gladstone* Sundays on WOR New York is observed by (l to r) Mr. Gladstone; Dorothy Hill, Al Paul Lefton agency, and Robert Cowen, vice president of A. Goodman & Sons, sponsor.

CALIF. MEET

70 Broadcasters Attend

NEW OFFICERS and directors of the California State Radio and TV Broadcasters Assn. were elected in San Francisco last Monday. The meeting, in the Palace Hotel, was heavily attended by 70 broadcasters from all parts of the state.

A feature of the meeting was a speech by Frank Stanton, CBS president, delivered before joint memberships of the association and the radio and TV departments of the San Francisco Ad Club. Mr. Stanton spoke at greater length to broadcasters in a "closed door" session later in the day.

New officers for 1953 are:

President, Arthur Westlund, KRE Berkeley, re-elected for a second term; vice president, William J. Beaton, KWKW Pasadena; vice president, Lloyd E. Yoder, KNBC San Francisco; secretary-treasurer, Paul R. Bartlett, KFRE Fresno, also re-elected.

Directors for 1953 are:

Gene DeYoung, KERO Bakersfield, and Harry Maizlish, KFWB Los Angeles, both new; Les Hacker, KVEC San Luis Obispo; Ewing C. Kelly, KCRA Sacramento, and John A. Kennedy, KFMB San Diego, all re-elected.

* * *

NEW OFFICERS of California State Radio & TV Broadcasters Assn., elected at one-day meeting last Monday in San Francisco, are (l to r) Les Hacker, KVEC San Luis Obispo, and Gene DeYoung, KERO Bakersfield, directors; Arthur Westlund, KRE Berkeley, president; Lloyd E. Yoder, KNBC San Francisco, vice president; Paul R. Bartlett, KFRE Fresno, secretary-treasurer; Harry Maizlish, KFWB Los Angeles, director, and Leo Schamblin, KPMC Bakersfield, retiring director. Not pictured were William J. Beaton, KWKW Pasadena, vice president; Ewing C. Kelly, KCRA Sacramento, and John A. Kennedy, KFMB San Diego, directors.

ABC-UPT

Decision Speedup Urged at FCC

CAMPAIGN to persuade the Broadcast Bureau of the FCC not to ask for oral argument on the initial decision proposing to approve the merger of ABC with United Paramount Theatres [B•T, Nov. 17] got underway last week with meeting between Broadcast Bureau Hearing Chief Frederick W. Ford and attorneys for the network and the theatre company, as well as CBS, Paramount Pictures and Allen B. DuMont Labs.

Endeavor to speed up FCC's final decision is reason for unprecedented move. No opposition is being posed to Broadcast Bureau filing exceptions to Hearing Examiner Leo Resnick's "clean sweep" but hope is that oral argument, with attendant delays, might be circumvented entirely.

Decision as to whether he will or will not accede to requests to forego possible time-consuming legal step has not been made by Mr. Ford. He has until Dec. 3 to file exceptions and also to ask for oral hearing.

It is believed that Mr. Ford will file exceptions.

Hope of parties to two-year-old Paramount case is to convince FCC that final decision should be issued at earliest opportunity. General consensus is that Commission will accept initial decision in toto.

Decision proposed, in addition to grant of the merger, that Paramount Pictures and United Paramount Theatres licenses (for KTLA (TV) Los Angeles and WBKB (TV) Chicago and WSMB-AM-FM New Orleans, respectively) be renewed; that a finding be made that Paramount Pictures does not control Allen B. DuMont Labs. through its 25.5% stock interests, and that CBS be permitted to purchase WBKB (TV) for $6 million.

Date Effective

Initial decision will become effective 40 days after Nov. 13 unless the Commission decides otherwise. FCC regulations permit exceptions to be filed and oral argument requested within 20 days of the date the initial decision was issued.

The Commission is also being importuned to make a quick decision on Zenith Radio Corp.'s petition for a hearing on Chicago's Ch. 2 [B•T, Oct. 27]. CBS asked that the Zenith petition be denied or, if not denied, that the WBKB license be conditioned so that CBS will be protected in event Zenith wins the channel. WBKB operates on Ch. 4, but is under order to move to Ch. 2 in line with the FCC Sixth Report and Order [B•T, April 14].

XUM

JOINT billing on TV film panel at the Boston U. celebration was shared by (l to r) Film Producer Chertok and NBC Vice President Sarnoff.

CANADA TV POLICY

Change Indicated

OPENING for privately operated television stations in Canada was indicated last week as the Canadian Parliament started session at Ottawa.

The government announced it will consider applications for television stations in all centers except Toronto, Montreal, Ottawa, Vancouver, Winnipeg and Halifax. The action was taken to extend television quickly and as widely as possible in Canada.

Funds were asked to expand TV service in the above listed cities.

Disclosure that private enterprise would be given some privileges in Canada was deemed the most important domestic issue settled in the speech from the throne, read by Governor-General Vincent Massey. The speech announced the government "is now prepared to consider applications for licenses for private television broadcasting stations."

This marked change in government policy was ascribed by observers to the expansion of United States television service to cover heavily populated Canadian areas near the border.

Canadian Broadcasting Corp. announced Thursday that Al Ouimet had been named general manager of CBC to replace Donald Manson, who retires at the end of the year.

Mr. Manson will remain with CBC in the capacity of consultant for one year. Succeeding Mr. Ouimet, who leaves the assistant general manager's post, will be E. L. Bushnell, director of general programs.

NLRB Orders Election

NATIONAL Labor Relations Board has ordered an election among carpenters and set erectors at Jerry Fairbanks Inc., Los Angeles (motion pictures for TV), to determine their bargaining agent. Unions are the International Alliance of Theatrical Stage Employes (AFL) and Studio Carpenters Local 946 of United Brotherhood of Carpenters & Joiners (AFL).

DURABLE RADIO

Cited by Top Figures At Boston U. Event

NEVER has a new medium, once it has become generally accepted, gone out of existence, NARTB President Harold E. Fellows told a group celebrating the fifth anniversary of Boston U.'s School of Public Relations and Communications Nov. 14 [B•T, Nov. 17].

President Fellows made the statement to support his viewpoint on "Why Will Radio Continue as a Major Communications Medium?" —subject of a panel studded with talks by two other leaders in the radio and TV field and which reached the same general conclusion.

The NARTB president, opening with definitions of radio's role in the public interest, as a public convenience and as a public necessity, described the medium's growth from 400,000 sets in 1922 to 105 million today. "All but 2% of the people listen to radio," he said.

Others on the panel were Harvey Struthers, manager of WEEI Boston, and Robert Saudek, director of the Ford Foundation Radio-TV Workshop.

"What can television do that radio can't do better?" asked Mr. Struthers, describing radio's efforts, in the face of TV inroads, to improve its offerings both to public and advertiser. Radio offers advertisers, at a cheaper rate, audiences all over the country and a continually improving technique, said Mr. Struthers.

'Lack of Imagination'

Mr. Saudek indicted radio, including university stations, for what he called its failure to utilize its full educational powers, saying the medium showed "a lack of imagination." Television, he said, must take over much of radio's field and will find special fields for itself, although he said, radio will continue to be important.

In a panel on "Developments in the Use of Film in Television," Robert W. Sarnoff, NBC vice president, and Jack Chertok, president of Jack Chertok Productions Inc., Hollywood, shared joint billing.

Mr. Sarnoff saw no threat to home broadcasting by the advent of theatre video. "If 8,000 theatres holding 1,000 people each were filled for theatre television, that would eliminate only 8 million from a potential audience of 60 million which we now have," he said.

He described technological developments in electronic filming and simultaneous sight and sound recording on tape as two new methods which will bring greater development of good filmed pictures. He also reported excellent audience response to such top documentary and educational features as the Ford Foundation's new *Omnibus* and the weekly series, *Victory in the Pacific.*

Mr. Chertok predicted Hollywood and New York would become TV film making centers, with Chicago a possible third. Types of shows shown to be good for filming are westerns, dramatic half-hours, situation comedy and documentaries, he said.

Both panelists saw a big advantage for TV filming in flexibility of programming, which allows the sponsor to select the time he prefers, and permits editing and redoing of scenes.

100 W NIGHT

Given on Class III Ch.

THE FCC re-interpreted one of its regulations last week when it reversed a hearing examiner and granted KSOK Arkansas City, Kan., permission to operate nighttime with 100 w on Class III regional frequency 1280 kc. KSOK operates on that channel with 1 kw daytime at the present time.

Examiner turned down KSOK's bid in 1951 on the grounds the station didn't meet all the requirements for exceptions to the rule which requires minimum 500 w operation on regional wave lengths. Last week's decision by the Commission declared that an applicant did not have to meet all requirements—it could prove the 500 w requirement was uneconomic or engineeringly impracticable.

Other two requirements for exceptions to the 500 w specification are (a) no other transmission facilities to cover the town, and (b) no local channel available. These, presumably, must be both met. Although station made no major effort to prove inadequate economic support for 500 w operation, it had stressed that 3-element array necessary to meet engineering practicability, at cost of $35,000, was impracticable. Difference between that and non-directional 100 w operation was 1,200-1,500 people.

With 100 w nighttime power, non-directional, KSOK estimated it will cover 98% of Arkansas City's 12,752 people and 13,565 people to its 8 mv/m interference-free contour.

Fausta Puffenberger

FAUSTA M. PUFFENBERGER, 61, secretary to FCC Comr. Robert Bartley, was killed Thursday night by a bus near Commission headquarters in Washington. Miss Puffenberger, native of Seneca County, Ohio, joined FCC in 1934 as secretary to Comr. Bartley, then head of the Telegraph Division. Miss Puffenberger from 1937 to 1940 was secretary to the late Comr. Thad Brown and in 1946 became aide to General Counsel Benedict P. Cottone. She rejoined Comr. Bartley's office when he was named to the Commission in February. Burial is to be in Bryan, Ohio, following services in Washington today.

PANELISTS (l to r) WEEI Manager Struthers, NARTB President Fellows and Ford Foundation Workshop Director Saudek talked on radio at the Boston U. observance.

VOTE UP 30%

In 40-City Radio-TV Poll

INCREASE in the total vote during the recent Presidential elections averaged 30% above 1948 in the 40 cities that have reported to NARTB their part in the nationwide radio-TV campaign to bring out a record vote.

These cities show a total vote of 12,388,699, representing about one-fifth of the national votes cast. The figure compares with 9,647,670 votes in the same cities in the 1948 Presidential election.

Radio and TV have been credited by American Heritage Foundation with a heavy share of responsibility for the big turnout of voters [B•T, Nov. 10]. The vote rise in the 40 reporting cities compares with a national increase of 25%. Figures from broadcasters are being compiled by John H. Smith Jr., of NARTB.

Vote figures for the 40 cities, as reported to NARTB by radio and TV stations in those areas, follow:

City	1948 Vote	1952 Vote
Birmingham	37,904	70,500
Little Rock	24,639	48,220
Los Angeles	1,749,632	2,140,000
San Diego	209,413	263,922
San Francisco	359,134	365,000
Hartford	883,518	1,091,764
Wilmington	97,722	120,442
Jacksonville	59,755	108,777
Miami	114,410	222,000
Atlanta	89,697	181,554
Indianapolis	204,013	270,853
Louisville	140,401	177,639
Boston	351,132	363,356
Detroit	693,273	844,397
Minneapolis	289,062	345,813
St. Paul	144,113	174,288
Omaha	97,953	122,600
Rochester	231,618	294,693
Syracuse	159,191	181,453
Charlotte	33,185	77,767
Winston-Salem	24,725	50,972
Akron	170,000	190,382
Cincinnati	303,273	351,172
Cleveland	527,428	680,000
Columbus	196,896	232,785
Dayton	147,691	179,886
Portland, Ore.	192,133	244,662
Philadelphia	885,279	946,182
Chattanooga	28,000	57,974
Knoxville	41,196	74,608
Memphis	64,186	137,097
Nashville	37,643	87,489
Dallas	94,038	187,299
Fort Worth	60,778	111,206
Houston	125,000	285,000
San Antonio	60,000	117,287
Salt Lake City	124,556	142,378
Seattle	297,065	380,081
Wheeling	34,172	37,201
Milwaukee	263,846	430,000
TOTAL	9,647,670	12,388,699

XUM

IOWA WOMEN SPEND NEARLY HALF THEIR TIME WITH RADIO!

The 1952 Iowa Radio-Television Audience Survey offers *new* proof of radio's tremendous, penetrating impact on Iowa families and Iowa living.

In the 1952 Survey, each of 1,164 families kept an "In-Home Activities Diary", quarter-hour by quarter-hour, the day following their interview. The diaries showed, among many other things, that radio-listening is by far the most dominant activity in Iowa homes. Iowa people depend on radio not only for recreation and entertainment, but also for *most* of their news, their farm and market reports, their home-making hints, their cooking recipes, their religious and educational inspiration, etc. Radio reflects *life,* in Iowa.

Dr. F. L. Whan of Wichita University and his staff personally interviewed 9,143 families for the 1952 Study. Their response has furnished much new and authentic data which will be of greatest value to every advertising and marketing man who has a stake in Iowa. Write today for your copy of the 1952 Survey — or ask Free & Peters. It will be sent you *free,* of course.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

POLITICAL TIME

New Post-Election Claims

PROTESTS over the political time issue which generated heat during the closing days of the Presidential campaign still were on fire last week.

Newest participants were the American Civil Liberties Union (ACLU) and KOTV (TV) Tulsa, Okla., as well as local Democratic Party individuals.

KOTV (TV) has refuted fresh charges filed with the FCC that it discriminated against the Democratic Party in the allotment of television time toward the end of the campaign.

Meanwhile, ACLU showed an interest in the Democrats' election eve protest that ABC refused to grant them time to reply to a Walter Winchell broadcast allegedly endorsing Gen. Dwight Eisenhower [B•T, Nov. 10]. Protest was filed with ABC and FCC by Stephen A. Mitchell, Democratic national committee chairman.

In the KOTV case, the Commission had received a complaint from half a dozen local Democratic Party members claiming the station had violated Sec. 315 of the Communications Act. They asked FCC to probe KOTV programming practices.

In a telegraphed reply to FCC's request for comment, Helen Maria Alvarez, KOTV general manager, stated there was "no discrimination between Eisenhower and Stevenson on TV" and said program logs would reveal a five-minute differential in the time given to both parties. She promised a further letter explaining the station's position.

Double Protest

The protest was two-fold, alleging KOTV (1) cancelled a Stevenson address Oct. 28 without notice, to air a "beer program," although the Governor had been scheduled, and also suddenly carried an Eisenhower talk earlier, although it had not scheduled it in advance; and (2) had maintained a practice of carrying other Stevenson talks without advance publication in program schedules.

ACLU reported it had asked for a copy of the Winchell script and promised to support the Democrats' protest "if the facts are as Mr. Mitchell stated them." ABC had contended that it offered to carry a rebuttal to Mr. Winchell during a newscast and, although this offer was rejected, did give "comprehensive coverage" to the Democratic claim via both ABC radio and ABC-TV.

Officially, FCC has acknowledged receipt of Mr. Mitchell's complaint, noting the presentation of all views as the yardstick of fairness. Unofficially, both the FCC and Democratic National Committee have written off the protest as academic [B•T, Nov. 17].

AGGREGATE of 185 years of service to WCKY Cincinnati are represented by these employes, who were awarded diamond "microphone" pins by the station for more than 10 years. President-General Manager L. B. Wilson (center, r) presents pin to George Moore (center, l), account executive with 23 years, dean of the group. Others and years service (l to r): Arthur Gillette, chief supervising engineer (19); Bud Spenlan, control engineer (16); Mrs. Essie Rupp, continuity and music director (15); Thomas Ware, maintenance (16); Adrian Lentz, control engineer (12); Paul Sommerkamp, sports editor (10); Charles H. Topmiller, station manager (21); Mrs. Jeanette Heinze, traffic manager (21); Alex Sanford, maintenance (11); John E. Murphy, news director (10); Robert Fleming, promotion manager (10). Gold pins went to eight other staff members for five to ten years service.

COLUMBIA NAMES

Three New Executives

SERIES of executive appointments at Columbia Records Inc. was announced last week by Paul Wexler, vice president and director of sales and merchandising, on the heels of Terry Southard's appointment to national sales manager effective Dec. 1.

Changes, also effective Dec. 1, are Div. Manager Bill O'Boyle to supervise Columbia's Canadian distribution, and New York, New Jersey and Connecticut territories, and Bill Nielsen, Chicago Div. manager, to be sales manager for Okeh Records. Another shift places Stan Kevan, merchandising manager for Popular Records, as general merchandising manager of the firm.

WKRC SALES

Taft Reports Increase

DAVID G. TAFT, vice president of Radio Cincinnati Inc., and managing director of WKRC Cincinnati, announced last week that time sales for the past six months (May-Oct.) exceeded by 21. 6% a similar period in 1949, a peak year.

Mr. Taft pointed out that 1949 was the last year that Cincinnati radio stations were comparatively free of video competition. He added that now, "In a market of 500,000, having seven radio and three TV stations, WKRC . . . national sales are up 24.8% and local sales up 17.4%."

FTL New Switchboard

DEVELOPMENT of a Television Mast Switchboard for increased operating control and flexibility was announced last week by Federal Telecommunications Labs., Nutley, N. J., research associate of IT&T. The unit permits channeling six separate inputs to six destinations by means of indirect relay switching.

'Pre-Merger' Assignment

ROBERT M. WEITMAN, who is slated to become vice president in charge of program and talent development for both radio and television in the proposed merger of ABC and United Paramount Theatres, last week got a "pre-merger" assignment. Currently a UPT vice president, he was named executive producer and chairman of the talent committee of the cerebral palsy telethon scheduled by ABC's WJZ-TV New York on Dec. 6-7. Under normal FCC procedure, the telethon dates will precede final action by the Commission on the pending merger. Leonard H. Goldenson, president of UPT, is president of United Cerebral Palsy Assn.

KSJV SALE

John Poole Buying

SALE of KSJV Sanger, Calif., for $75,000 to John H. Poole, owner of KBIG Avalon, Calif., was announced last week. It is subject to FCC approval. Station is licensed to Radio Sanger Co.

Sellers of the 1 kw daytime station on 900 kc are Earl J. Fenston, Fresno attorney, and his son, James Guthrie Fenston. They are buying KNGS Hanford, Calif. for $150,000 plus, from Samuel and Harriett Beaubaire. Overall purchase includes the *Hanford Daily Sentinel*, *Hanford Journal* (daily) and the *Kings County News* (weekly) with total price at $606,000. Under FCC multiple ownership rules, Messrs. Fenston must dispose of KSJV.

Mr. Poole also operates uhf experimental TV station KM2XAZ Los Angeles and has applied for uhf Ch. 53 at Fresno.

SHEPPARD ASKS

To Retain Rebroadcast Cut

REP. HARRY R. SHEPPARD (D-Calif.), previous critic of network programs practices, petitioned FCC last week to reinstate the station reporting provision of the modified rebroadcast rule, withdrawn by the Commission following petitions of protest by major networks, NARTB and stations [B•T, Nov. 3]. Rep. Sheppard charged he had not been properly served with the petitions as required by FCC rules.

Rep. Sheppard asked the Commission to restore the original proposed requirement that stations must report within 10 days the reason for refusing permission to rebroadcast their programs. This burden upon the licensee was removed when FCC issued the modified rule a fortnight ago.

The Congressman also asked that amendment of FCC's rebroadcasting rules include a clause similar to the following:

No station shall refuse authority for the rebroadcast of a program broadcast by it over its facilities, unless such originating station, or the network with which it may be affiliated, paid the major cost, to purchase, or to prepare, produce and present the program in question and no major portion of such costs were defrayed by any other person, firm, corporation or sponsor.

• "I wish to inform the Commission," Rep. Sheppard said, "that I have been authorized in writing by over 165 broadcast station licensees of the Commission, to testify in their behalf, that these stations favor the enactment of rebroadcast legislation similar to that outline above."

He also charged NARTB's petition did not reflect the desires of all member stations, "hundreds of which know nothing about the petition and many of which strenuously object to the contents."

Gordon Brown, owner of WSAY Rochester, N. Y., and longtime network program control opponent, earlier petitioned for review of the FCC action [B•T, Nov. 17].

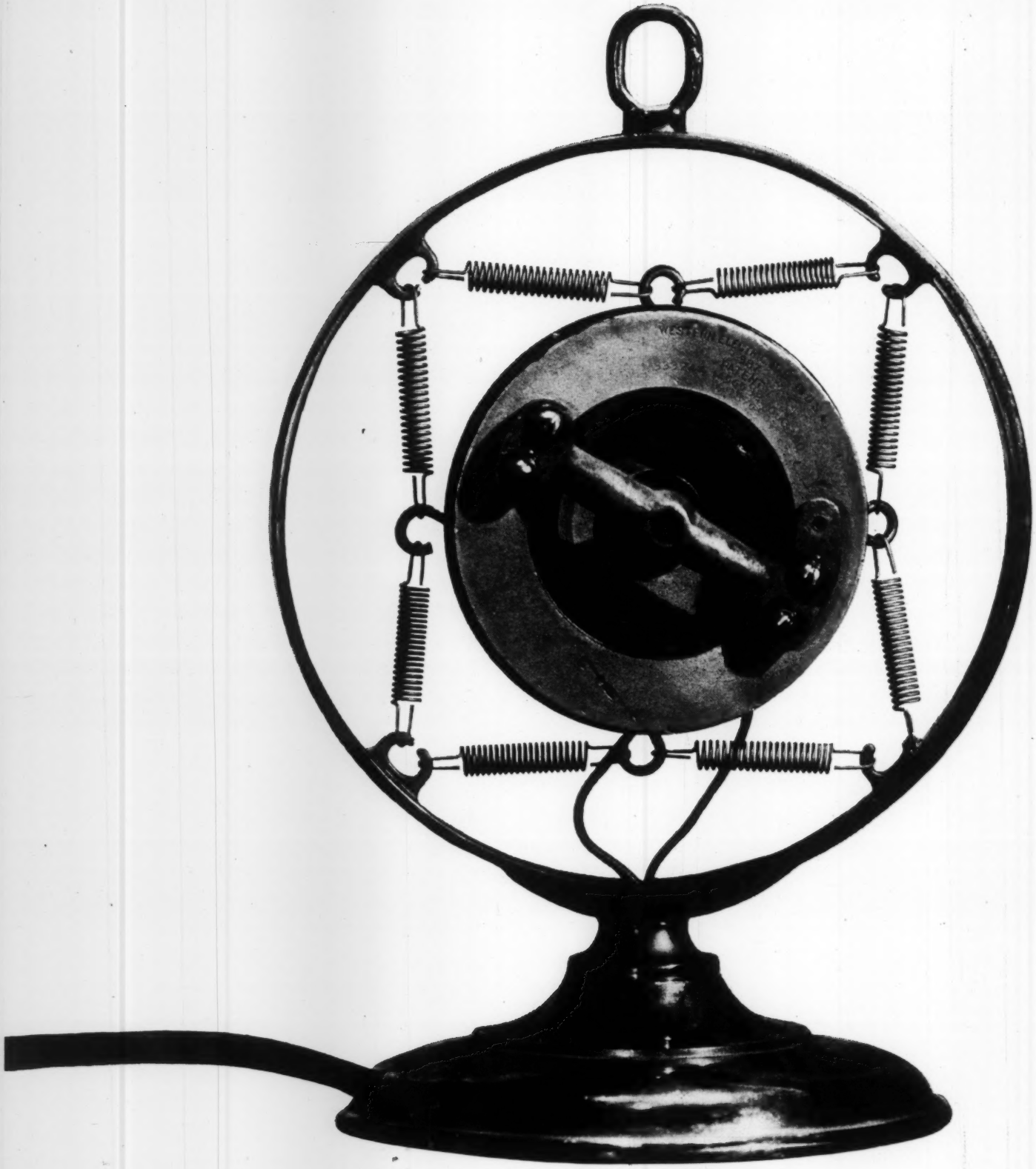
CBS-TV Documentary

CBS-TV will present what was described as the first full-hour documentary prepared for and by television next March when it broadcasts "Resources for Freedom," the recently concluded report of the President's Materials Policy Commission. Commission, created to study the materials problem of the U. S. and its relation to the free nations of the world, was headed by William S. Paley, CBS board chairman.

Mathews to D-F-S Post

NORMAN MATHEWS, TV film production supervisor at Ruthrauff & Ryan, New York, moves to Dancer-Fitzgerald-Sample, that city, as manager of radio and television commercial production.

MISTER... IT'S ALL OVER TOWN!
16 NEW ACCOUNTS JOINED WNHC RADIO IN THE LAST 17 BUSINESS DAYS
BETTER programs
+ NEW merchandising
= MORE sales
a WNHC advertising dollar makes more sense!
represented nationally by Katz
WNHC
NEW HAVEN, CONNECTICUT
NBC 1340 KC
AM - FM - TV
New England's first complete broadcasting service



XUM

Small wonder...

Remember when microphones were big as china plates and twice as fragile? See what a difference research and experience have produced.

Spot radio has developed in much the same way. Gone are the hit-or-miss techniques, the waste motion of yesterday. Today, the spot business is a complex *and vastly efficient* science. And its foremost practitioner—by virtue of twenty years of growth, study and front-line experience—is CBS Radio Spot Sales.

Today, we're 81 people—all *radio* people. There are 22 account executives, with six years' average local-station experience behind them... so they *know* station operation from the inside. (Our department heads have been around, too. They have an average of 13 years in radio!)

The account executives are bulwarked by the biggest research, sales service and promotion departments in spot... so they have at their fingertips *all* the information you need to engineer a *successful* sales campaign. They'll give you complete information on 13 major markets... provide the best availabilities for you... and show you just how many men, women and children your sales message will reach. (You can also predict your results with considerable certainty. For the 13 stations we represent are "Radio's Royal Family." *Each one delivers the largest average total-week audience in its market, month after month!)*

Small wonder then that advertisers and their agencies find CBS Radio Spot Sales gives them better service... insures bigger results. Call us when we can do the same for you.

CBS RADIO SPOT SALES

Representing Radio's Royal Family: WCBS, New York—WBBM, Chicago—KNX, Los Angeles WCAU, Philadelphia—WEEI, Boston—KMOX, St. Louis—WCCO, Minneapolis-St. Paul KCBS, San Francisco—WBT, Charlotte—WRVA, Richmond—WTOP, Washington—KSL, Salt Lake City—WAPI, Birmingham—Columbia Pacific Radio Network—Bonneville Radio Network

Equal Access

(Continued from page 23)

not fear television as a competitor that will "chase them out of business," the committee said that newspapers discovered that they thrived, rather than died, with radio. "History has repeated itself with the advent of the third major medium, television."

A spirited discussion of the whole issue of direct broadcasts and telecasts of news events occupied the closing session Thursday afternoon. Moderator was Clifford F. Weigle, journalism professor of Stamford U. Participants were Frank E. Mullen, former executive vice president of NBC; Jack Foster, editor, *The Rocky Mountain News*; E. Ray Campbell, attorney and president of the *Denver Post*, and Mr. Ray.

"It is only a matter of time until radio and television will be allowed access to public functions of government," Mr. Ray declared.

These media, he argued, can so arrange their technical equipment that they will be no more intrusive than a reporter taking notes. "We want the same rights as the press," he asserted.

Agreeing with Mr. Ray, Mr. Mullen said that radio and television "are just as much entitled to get the news as anyone else."

Proper Attitude Urged

Mr. Mullen urged newspapermen not to regard radio and television as antagonists or as competitors. "What you are going to permit radio and TV to do," he said, "is what you're going to permit the press to do," because freedom of the press is "a common problem."

In presenting the viewpoint of a practicing newspaperman, Mr. Foster declared himself as "unequivocally opposed" to broadcasts or telecasts from courts, committee hearings, or Presidential news conferences. They would tend, he argued, to "freeze the news at its source" by making the danger of verbal slips more pronounced than at present.

As the second newspaperman on the panel, Mr. Campbell disagreed. While pointing to the obstacles radio and television must overcome to obtain equal rights with newspapers, he said that he would "not be unhappy if radio and TV people can get themselves included by the courts" in the term "press." He pointed out that only one court thus far has upheld the rights of radio and TV to broadcast legislative proceedings.

Newspapers do not have unlimited rights to gather the news, Mr. Campbell explained. They are limited by the "inherent power of the court to control the courtroom, notwithstanding the freedom of the press clause." The legislature, he continued, also has the right to punish summarily any infringement of its powers to carry out its functions.

Mr. Foster argued that admission of radio and television into Presidential press conferences might cause the President to abandon his weekly press conference rather than face batteries of microphones and cameras.

Mr. Ray answered that "we don't want to go into the President's press conference" because radio and television recognize the limits this might impose on the free utterances of the Chief Executive. From the floor, however, Eugene Cervi, publisher of Denver's *Cervi's Journal*, said he thought radio and television should enter the press conferences to "end the danger of paraphrase."

Mr. Cervi referred to the reports following the unsuccessful effort of the President to seize the steel mills in which it was alleged that President Truman felt he had inherent powers to seize even the press if necessary. Mr. Cervi said that the presence of radio and television at the conference would have eliminated the controversy.

AMVETS Comdr. Marshall E. Miller (third from l) presents Sigma Delta Chi officers a resolution commending radio, TV and the press "on their consistently good presentation of the Korean war news during the hectic and demanding days of the election." At presentation in Washington's Shoreham Hotel were (l to r) Theodore F. Koop, Washington news director, CBS Radio; Howard L. Kany, AP's Washington Bureau; Comdr. Miller, and John C. O'Brien, Washington Bureau, *Philadelphia Inquirer*.

AD CLUB REVIEW

L. A. Panel on TV Slated

CURRENT status of the TV business will be reviewed by a panel tomorrow (Tuesday) at the 40th anniversary meeting of the Los Angeles Ad Club at that city's Hotel Statler.

Panel, moderated by Donn Tatum, ABC Western Div. director of TV, comprises Klaus Landsberg, KTLA (TV) Hollywood, whose topic is on price and value of the medium; Al Simon, head, Al Simon Productions, Hollywood, and producer, NBC-TV's *I Married Joan* film series, on producing films for TV; Nat Wolff, vice president in charge of radio-TV production, Young & Rubicam, New York, on "Advantages of Package TV Shows"; Hal Roach Jr., vice president and executive producer, Hal Roach Studios, Culver City, on producing TV spot commercials.

LABOR ACT

Court Studies Sections

FUTURE of the anti-featherbedding provisions of the Taft-Hartley Act are in the hands of the Supreme Court, after oral argument last week on two cases involving made work. Supreme Court's ruling is expected to be of significance to broadcasters.

One case involves the American Federation of Musicians' attempt to force Gamble Enterprises' Palace Theatre in Akron, Ohio, to use musicians when "name" bands performed on the stage [B•T, Oct. 20]. The other case involves the setting of "bogus" type by printers. This involves the setting of type for advertisements which are submitted to newspapers in matrix form.

The National Labor Relations Board appealed to the Supreme Court in the theatre case, when a Cincinnati Court of Appeals overruled its decision that Gamble Enterprises did not have a case against AFM. The American Newspaper Publishers Assn. appealed a Chicago Court of Appeal decision that the Taft-Hartley Law did not bar payments for "bogus" typesetting.

In the course of the argument by Cleveland attorney Frank C. Heath in behalf of Gamble Enterprises, Justice Robert H. Jackson observed that Congress failed to meet the question of made work when it passed the Taft-Hartley Law. "Congress walked up to it and then backed away," he said. "It has been unwilling to solve the economic problem."

At issue is the interpretation of Section 8(b) (6) of the labor act. This makes it an unfair labor act for a union to force payments for work "not performed or not to be performed."

TUBE Dept. of RCA has launched a series of electronics symposiums designed to acquaint equipment manufacturers with RCA's present and future plans for the development and application of a wide range of electron tubes, semi-conductor devices and component parts.

WWSW MOVE

Prods Court on 'Thaw'

MOVE to speed up court consideration of its appeal from FCC's Sixth Report and Order which fixed TV channel assignments in the U. S. was taken last week by WWSW Pittsburgh.

Station filed a petition with U. S. Court of Appeals in Washington, D. C., to dispense with the need for the FCC to file its "voluminous and cumbersome" record in its June petition for review of the non-assignment of Ch. 4 to Pittsburgh [B•T, June 16]. Record is not necessary to make a finding, WWSW said.

Instead, WWSW asked the court to order briefs to be filed on the case by 30 days after Dec. 1. If the court will not do that, WWSW asked that a pre-hearing conference be ordered to determine whether or not the filing of the record in the three-year-long TV freeze leading up to the issuance of the thaw order last April [B•T, April 14] cannot be avoided.

At the same time, WWSW petitioned the court for permission to amend its June petition in order to bring it up to date.

Facts Related

In a copy of the amended petition, which accompanied the motion for leave to amend, the facts concerning the FCC's assignment of Ch. 4 to Irwin, Pa., [B•T, Nov. 3] were related. This assignment specifically forbade Pittsburgh applicants to apply for Irwin's Ch. 4. It did, however, permit applicants from Braddock, Pa., to apply. This discriminates against Pittsburgh, in favor of Braddock, WWSW averred. It filed a motion with the FCC two weeks ago to stay the effectiveness of the Ch. 4 assignment to Irwin [B•T, Nov. 17].

In its original petition for the court to review the Pittsburgh station's grievance, WWSW emphasized that although Pittsburgh is 162-odd miles from the transmitter of WLWC (TV) Columbus, Braddock was 169.31 miles distant. FCC rule specifies minimum of 170 miles for co-channel separation. It called on the court to find that the FCC's reasons for not assigning Ch. 4 to Pittsburgh or Braddock are improper and to remand the case back to the FCC for a redetermination.

The WWSW appeal to the court from the FCC's Sixth Report and Order was the first such taken. At one time there were five appeals in the courts, but FCC's revisions of the table of assignments resulted in two being withdrawn. As of now there are four in the courts, the latest being that of WSAL Logansport, Ind., which questioned the legal basis for the "inflexibility" of the Commission's table of assignments.

2765
Independent Retail Grocers in Baltimore say:
WFBR's
the station for us!

Every year since 1936, the powerful Independent Retail Grocers Association of Baltimore has turned to Baltimore's promotion-minded, know-how station, WFBR, to make sure their Annual Food Show, held at the Fifth Regiment Armory in Baltimore, goes over with a bang.

Every year WFBR has thrown the full weight of its promotion, programming, merchandising and production departments behind this great food event.

The result? Every year, bigger crowds, more exhibitors, better displays—and firmer loyalties, friendship and cooperation between the 2765 members of the Independent Retail Grocers Association and WFBR.

To the left, you'll read what Joseph Manning, executive secretary of the Association thinks of us. Elsewhere, a list of food and allied accounts we've carried this year.

One last word: it's more true today than ever, for real showmanship, solid merchandising and active, day-in, day-out promotion, you need

"WFBR's know-how and showmanship have been invaluable to our Association for over 16 years by their cooperation in our Annual Food Show—just as independent grocer cooperation has helped make WFBR dominant in grocery and allied products merchandising."

(Signed)

Joseph L. Manning

WFBR

LET'S LOOK AT THE RECORD!

The following food and allied accounts have been on WFBR in 1952:

Becker Pretzels
Cloverland Farms Dairy
J. H. Filbert
Schmidt Baking Co.
Kress Farm Dairy
Koester Bakery
Esskay Products
Albert F. Goetze, Inc.
Hendler's Ice Cream
Baltimore Spice Co.
Levering Coffee Co.
McCormick & Co.
Greenspring Dairy
Wilkins Coffee
Royal Dunloggin Dairy
Park Sausage
Pepsi Cola
Delvale Dairy
Grass Noodle Soup
Camel Cigarettes
Fab
Florida Citrus Commission
G. Washington Coffee
Ivory Soap
Ivory Flakes
Ivory Snow
La France
Nucoa
Sterling Salt
Ward Baking Co.
Ralston
Rival Dog Food
Windex
Nestea
Peter Paul Candy
Cashmere Bouquet Soap
Coca Cola
National Biscuit Products
Griffin Shoe Polish
Hellman's Mayonnaise
Kool Cigarettes
Renuzit
Cornfetti
Joy
Pan American Coffee Bureau
Planter's Peanut Oil
Rockwood
Seven Minute Pie Crust
Wheaties
Breeze
Holiday Coffee
Junket
Lifesavers
Lipton Tea
Chesterfields
Jell-O
Satina
Bab-O
Birdseye
Chase & Sanborn Coffee
Frostee
Corn Kix
33 Bleach
Preen Floor Wax
Drano

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

Radio-TV Excluded from Ike Pool

(Continued from page 23)

voice interviews. There should be a television cameraman in addition to newsreel cameraman since techniques here differ markedly too.

Believe radio and TV have qualified as news media of the first order and merit equal consideration.

Realize this would require carrying two more passengers but believe interest of American people in getting full report on trip would compel any reasonable expedient to make this possible as long as the safety of the President-elect is not jeopardized.

Mr. Seavey wired Mr. Hagerty as follows:

Radio Correspondents Assn. respectfully protests unprecedented decision denying representation to reporter representing radio and television media Korean trip. Strongly recommend addition of radio and TV pool correspondent.

Signing this protest with Mr. Seavey, who represented MBS, were Richard Harkness, NBC; Willard F. Shadel, CBS, and Martin Agronsky, ABC.

Mr. Bormann sent the following protest to Mr. Hagerty on behalf of the radio-TV correspondents group:

This office has been advised that radio and television newsmen will be excluded from the group that will travel with the General to Korea. We understand that the press and newsreels will accompany the General and report his trip on a pool basis. If this is the case, the NARND respectfully reminds the General that this would appear to be discriminatory to an alarming degree.

We urge you to point out to the General that through this omission of radio and television, he will in effect be turning his back on millions of radio listeners and television viewers. Please present these representations as strongly as possible, urging reconsideration of present plan.

ABC President Robert E. Kintner sent the following telegram to Gen. Eisenhower:

We note with great concern the reports that representatives of the two largest mass news media—radio and television—have been omitted from the pooled news coverage of your Korean trip. Confident that this is an oversight in plans, we respectfully request that you include in this news pool both a radio and television news representative to round out the coverage of your visit along with pool representatives of the press, stills, and newsreels.

NBC President McConnell's wire to Gen. Eisenhower follows:

Respectfully request reconsider arrangements for coverage your proposed trip to Korea. Realize there are numerous difficulties but no provision made for the two biggest mass communications mediums, radio and television. Our problems are separate and distinct from press and theatrical newsreels. We earnestly hope our industry will be properly represented.

Thomas F. O'Neil, president and board chairman of MBS, sent this message to Gen. Eisenhower:

It is certain that millions of citizens who depend upon radio news coverage in keeping abreast of important events are being unfairly treated by the exclusion of a radio correspondent on President-elect Eisenhower's forthcoming trip to Korea. Therefore, we urge that arrangements be changed to provide for the appropriate radio representative.

Witting Joins Others

Chris J. Witting, director and general manager of DuMont Television Network, joined officials of other networks in urging that television be represented on the General's Korean trip.

Sig Mickelson, director of news and public affairs, CBS-TV, said: "It is a serious error not to allot television a position of equal importance to that of other media. The television industry should certainly protest."

Imposition of a news blackout on the Korean trip for security reasons was announced Thursday by Defense Secretary Robert A. Lovett. His statement, which he said had the approval of Gen. Eisenhower, follows:

The President-designate of the United States promised the American people he would go to Korea. He is going to Korea some time in the future.

The security of the President-designate is of paramount importance to the people of the nation as well as to the peoples of the free world. In order to assure him all possible protection during his coming trip to the war zone in Korea, it is necessary to observe the following precautions:

1. There will be no published schedule of the trip at any time, including departure date, arrival in Korea or departure from that country.

2. No news reports of the President-designate's activities will be cleared through the Korean theatre of operation until after the President-designate leaves Korea. News coverage will be arranged by theatre commanders, probably on a pool basis.

I sincerely trust that the American people and the American press, radio, television and newsreels will realize the necessity for such precautionary measures and that they will cooperate with the Department of Defense in carrying them out.

upcoming

Nov. 23-25: Public Relations Society of America, Statler Hotel, Washington.
Nov. 24: Tennessee Assn. of Broadcasters annual meeting, Andrew Jackson Hotel, Nashville, Tenn.
Nov. 29-30: National Assn. of Radio Farm Directors annual convention, Conrad Hilton Hotel, Chicago.
Dec. 1-2: MBS Affiliate meeting, Atlanta.
Dec. 1-3: National Assn. of Radio News Directors convention, Cleveland.
Dec. 3: NARTB full Board of Directors, Washington, D. C.
Dec. 3-4: Southeastern Television Conference, under WBTV (TV) auspices, Charlotte, N. C.
Dec. 3-4: House Commerce subcommittee resumes investigation of radio-TV programs, New House Office Bldg., Washington.
Dec. 4: NARTB Radio Board of Directors, Washington, D. C.
Dec. 4-5: MBS Affiliate meeting, Biloxi, Miss.
Dec. 5-6: Educational TV conference, Indiana U., Bloomington, Ind.
Dec. 8-9: NARTB TV Board, Cat Cay, Bahamas.
Dec. 8-9: MBS Affiliate meeting, Dallas.

KTBC-TV START

Set for Thanksgiving

FOUR days ahead of schedule, KTBC-TV Austin, Tex., will commence operation Thanksgiving Day with coverage of the traditional football game between Texas U. and Texas A&M. Game will be sponsored by Humble Oil & Refining Co.

Announcement by Manager J. C. Kellam also stated that construction was speeded when an 87-foot long antenna, weighing 4¼ tons, was assembled on the ground and then lifted as one piece to the top of a 500-foot tower.

Addition of KTBC-TV as an affiliate of ABC-TV, effective on or before Dec. 15, was announced last Thursday by Alfred R. Beckman, national director of the radio and television station relations departments of the network.

KTBC-TV, owned by Texas Broadcasting Corp. (KTBC), is a basic affiliate of CBS-TV and also is affiliated with NBC-TV as well as ABC-TV. All three networks reported progress last week in selling network sponsors on adding it to their regular lineups.

Starting Date Dec. 1

The station is scheduled to begin operations about Dec. 1, and AT&T is expected to have relay facilities available by approximately that time linking the station with the telephone company's nationwide intercity TV network.

Officials of CBS-TV said they were awaiting word from most advertisers and agencies as to their decisions on use of some new affiliates which have been offered, among them KTBC-TV, but that already the Austin station had been ordered for the Ford Foundation TV-Radio Workshop's 90-minute *Omnibus* (Sun., 4:30-6 p.m. EST), which is sponsored in part by Willys-Overland, with Greyhound Bus Co. slated to be added late this year, and for *Quiz Kids* (Sun., 4-4:30 p.m., EST), sponsored on alternate weeks by Cat's Paw Rubber Co.

NBC-TV officials said the following advertisers had ordered KTBC-TV, though clearances had not yet been received from the station: Scott Paper Co., for *Scott Music Hall* (Alt. Wed., 8:30-9 p.m.); American Tobacco Co. and S. C. Johnson & Son for *Robert Montgomery Presents* (Mon., 9:30-10:30 p.m.); RCA Victor for *Dennis Day Show* (Fri., 8-8:30 p.m.) and *Kukla, Fran & Ollie* (alt. Sun., 4-4:30 p.m.); Crosley Div. of Avco for *Paul Winchell-Jerry Mahoney* (Mon., 8-8:30 p.m.); Gillette Co. for *Cavalcade of Sports* (Fri., 10-10:45 p.m.); Firestone Tire & Rubber Co. for *Voice of Firestone* (Mon., 8:30-9 p.m.); American Tobacco Co. for *Hit Parade* (Sat., 10:30-11 p.m.); Hall Bros. for *Hallmark Theatre* (Sun., 4:30-5 p.m.); various advertisers for *Kate Smith Hour* (Mon.-Fri., 4-5 p.m.); Hazel Bishop for *This Is Your Life* (Wed., 10-10:30 p.m.), and, from General Motors for the Army-Navy football game on Nov. 29.

ABC-TV officials meanwhile said they had received clearances from KTBC-TV for orders placed by Sweets Co. of America for its *Paul Whiteman TV Teen Time* to be shown in Austin on Saturdays at 7-7:30 p.m. local time, and its *Tootsie Hippodrome* on Sundays at 5:45-6 p.m., also local time.

Not Keystone Comedy

EVEN cops are TV conscious. One Washington police inspector, addressing a detail in front of the White House last Tuesday when President-elect Dwight D. Eisenhower conferred with President Truman, cautioned his men: "Remember, we are on television, and this is going all over the country. Face the crowd and don't turn around to peer at Gen. Eisenhower. I don't want you to look like a bunch of Keystone cops."

TURNER NAMED

To Gen. Teleradio Post

GENERAL Teleradio Inc., the General Tire & Rubber Co.'s, radio-TV subsidiary, has employed a motion picture exploitation expert who will "direct his efforts to accelerating attendance in motion picture theatres with the heavy aid of radio and television advertising."

He is Terry Turner, former director of exploitation for RKO Radio Pictures. He joins General Teleradio Dec. 1.

Phrasing of the announcement, issued through MBS, a General Teleradio property, was construed to mean Mr. Turner will promote use of radio and TV time by motion picture exhibitors as a means of exploiting their pictures.

"He will also apply his promotional capacities to other channels, where they might be considered most effective," it was said.

It was noted that during his tenure with RKO Mr. Turner used radio and TV with considerable success—to promote re-issue of "King Kong" after a 21-year layoff for example, and in connection with such other pictures as "Snow White and the Seven Dwarfs," "Hitler's Children," "Sudden Fear," and "Lusty Men." The "fabulous grosses" on these pictures were cited as evidence of his success.

Mr. Turner, formerly in the newspaper business, was director of advertising, publicity and exploitation for Loew's Theatres and director of exploitation and advertising for RKO Theatres and the Radio City Music Hall in New York before moving to RKO Radio Pictures.

General Teleradio includes Mutual, the Don Lee and Yankee Networks, and WOR-AM-TV New York.

Highest rated daytime TV show you can buy

The Kate Smith Hour
4 to 5 p.m., EST

To reach and sell the women of America, you should have these advantages—Kate Smith's *exclusive* advantages:

1. A rating that's still climbing. Compare this October's 12.2 to last October's 11.5*.

2. Reaches more homes than any other daytime TV show*.

3. Twice the sales effectiveness, per dollar spent, of the average TV show. (NBC's study, "TV Today.")

4. No network competition.

5. Big 57-station live network.

6. A merchandising natural. NBC's Merchandising service will help you capitalize at the point of sale on Kate's famous name and faithful following.

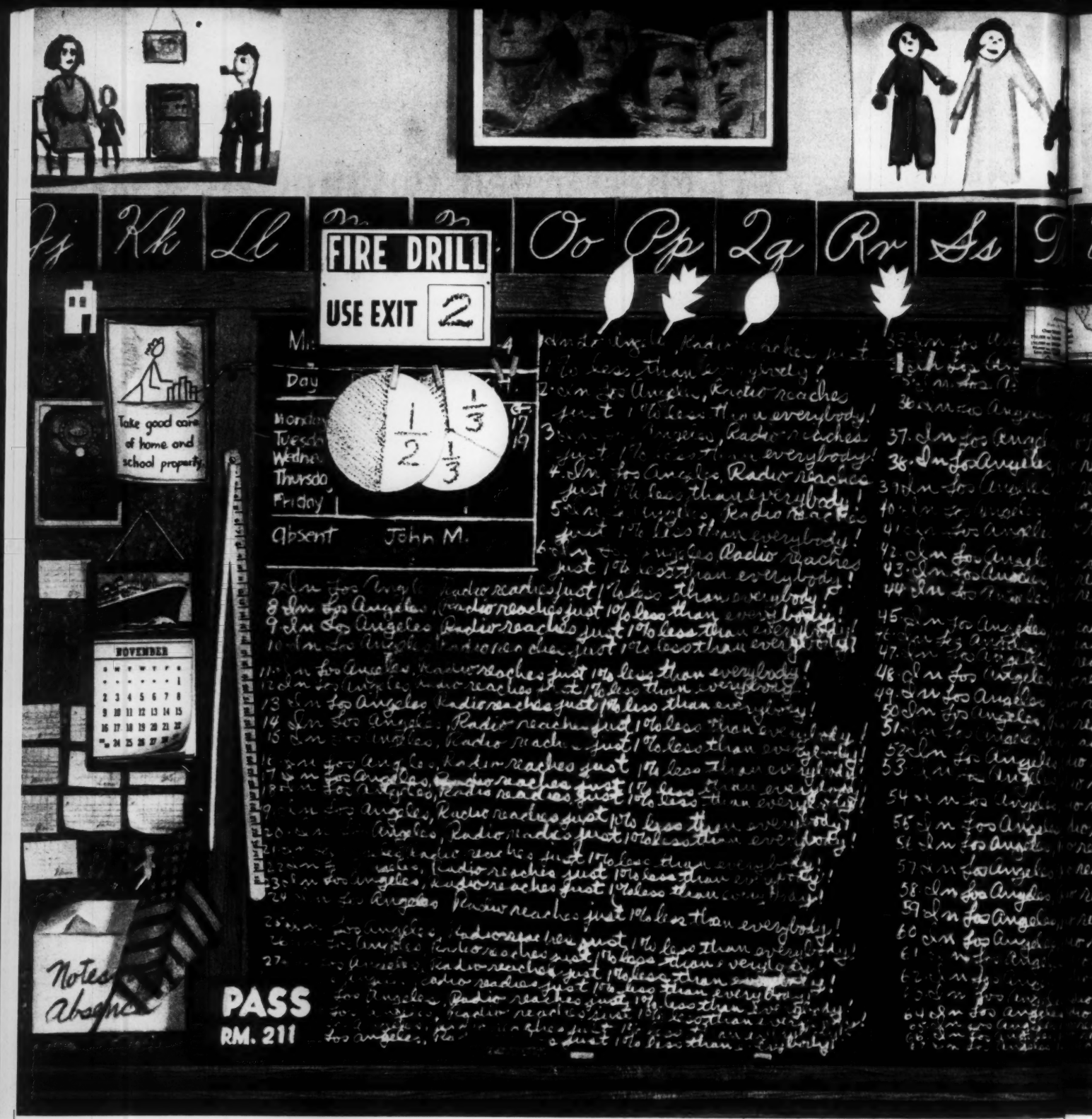
7. Demonstrated selling success with these famous advertisers represented now: Procter & Gamble, James Lees, Nescafe, Doeskin, Block Drug, Johnson and Johnson, Pillsbury, Gerber, Penick and Ford, Minute Maid, Simoniz, Knomark, Glidden, Toni.

Add the inherent advantages of television—action, product demonstration, personal selling—and you have the most assured advertising buy you can make in the lucrative women's market.

**Nielsen October (Average Audience)*

NBC Television

a service of Radio Corporation of America



Lesson learned! Everyone should know by now that radio is the best way to chalk up sales in Los Angeles. It's a principle you'll profit by. *Because 99% of all homes in metropolitan Los Angeles are radio homes.*

Reducing this factor to an even simpler form, we know that for every TV set owned in Los Angeles, there are nearly 4 radios. Radio's at the head of the class. And for the first half of this year, KNX made the grade far better than all other

BECKER-HOROWITZ

Los Angeles radio stations, winning 42.7% more quarter-hour firsts than all these stations *combined.* At night, too, when TV viewing hits its highest mark, *KNX delivers more families* than the average of all TV stations... *at less than ½ cost!**

Lesson learned? Let's go over it once again: In Los Angeles, radio reaches just 1% less than everybody! And your best sales primer in Southern California is 50,000-watt KNX... the most listened-to station in Los Angeles. Class dismissed.

Los Angeles

KNX

Represented by CBS Radio Spot Sales

Sources: Sales Management, May 1952; SRDS, June 1952, Radio and TV Pulse of Los Angeles, Jan.-June 1952; BMB 1949

*Class A one-minute announcements

NBC Sales Unified

(Continued from page 25)

tion under Sackett B. Miles and a Television Sales Services Section which, pending appointment of a manager, Mr. Reed will head on an "acting" basis; Howard Gardner, former assistant manager of radio sales planning, who becomes manager of Sales Development and Training; and Hamilton Robinson, former administrative assistant to Mr. Frey, who becomes manager of Office Services.

Announcing the reintegration move, which virtually completes the radio-TV reunification which NBC set in motion several months ago, Mr. Herbert noted that henceforth the network sales force will operate in "sales units," instead of following the former policy of having advertisers and agencies served by individual salesmen. Each sales unit will consist of an account supervisor and one or more account executives, and each client, agency and prospect will be served by a unit.

"More and more," Mr. Herbert said, "radio and television are being bought and sold as complementary media. Many advertisers recognize that they must use both media to achieve the most effective and comprehensive coverage. Our new sales organization will enable us to serve the immediate needs of such advertisers more efficiently and also will enlarge the scope of our service in participating with all advertisers and their agencies in forward planning for sales, distribution and merchandising."

Mr. Frey, taking over as vice president and sales director for both radio and TV, has been with NBC since WEAF (now WNBC) New York was purchased by RCA in 1926, and before that was with the station for two years under AT&T ownership. He served RCA-NBC first in engineering and promotion, switched to NBC sales in 1929, rose to sales service manager in 1940, later became eastern sales manager, and, in November 1949, when TV and radio network operations were separated, was named director of TV sales.

Joined NBC in 1938

Mr. Scott, new administrative sales manager, joined NBC in 1938 in sales, became eastern sales manager in 1949, and advanced to the post of New York radio network sales manager in February 1951. He formerly served in the sales department of Hearst Radio Inc., and, before that, was on the advertising staff of the *Daily Oklahoman* and *Times*.

Mr. Hitz, moving into the Central Sales Div. managership, has been with NBC since 1928, serving variously as salesman, head of the Philadelphia sales office, assistant to the vice president in charge of sales, assistant manager of eastern network sales, assistant director of network sales, and manager of the Eastern Sales Div. for the TV network.

Mr. Lanigan, assuming the Eastern Sales Div. managership, has been vice president in charge of TV sales for ABC since last February. He was a specialist in consumer advertising for *Time* magazine for three years before joining ABC, and also had served previously with Eureka Williams Corp., *Good Housekeeping* and the Reynolds & Fitzgerald firm of newspaper representatives.

Mr. Williams, heading the Western Sales Div., joined NBC's research staff in 1935, transferring later to the Radio Recording Div. He was named manager of TV sales for NBC's Western Div. in October 1950 after service as assistant to the director of television sales for the network.

Dodge's Background

Mr. Dodge, head of the Merchandising Div., has been with NBC since 1951. He formerly was with *American Weekly Magazine* and *Puck—The Comic Weekly* for 15 years in addition to service as general sales manager for Harriet Hubbard Ayer Co.; general sales manager and assistant to the president of Moto Meter Gauge & Equipment Corp. of Toledo; sales vice president of J. C. Heartz Co. of New Haven, Conn.; executive vice president and general manager of Dictograph Products, and account executive for two agencies: McManus Inc., Detroit, and Lambert & Feasley, New York.

Mr. MacGovern, heading the new Sales Development & Services Div., gained broad experience in the research, marketing, account executive, and administrative fields with BBDO, Campbell-Ewald Co., and MacFarland, Aveyard & Co. agencies before moving to NBC in 1949 as a rate supervisor in the finance division. He was appointed director of sales planning for the radio network in 1950 and later was given additional responsibilities as administrative assistant to the vice president in charge of radio network sales.

LEADERSHIP IS EARNED • LEADERSHIP IS EARNED • LEA

1922 • 1952

30

WSYR

AM FM TV

30 years of skilfully fitting a top-quality medium to a top-quality market is ringing cash registers all over rich Central New York for WSYR's and WSYR-TV's local and national advertisers.

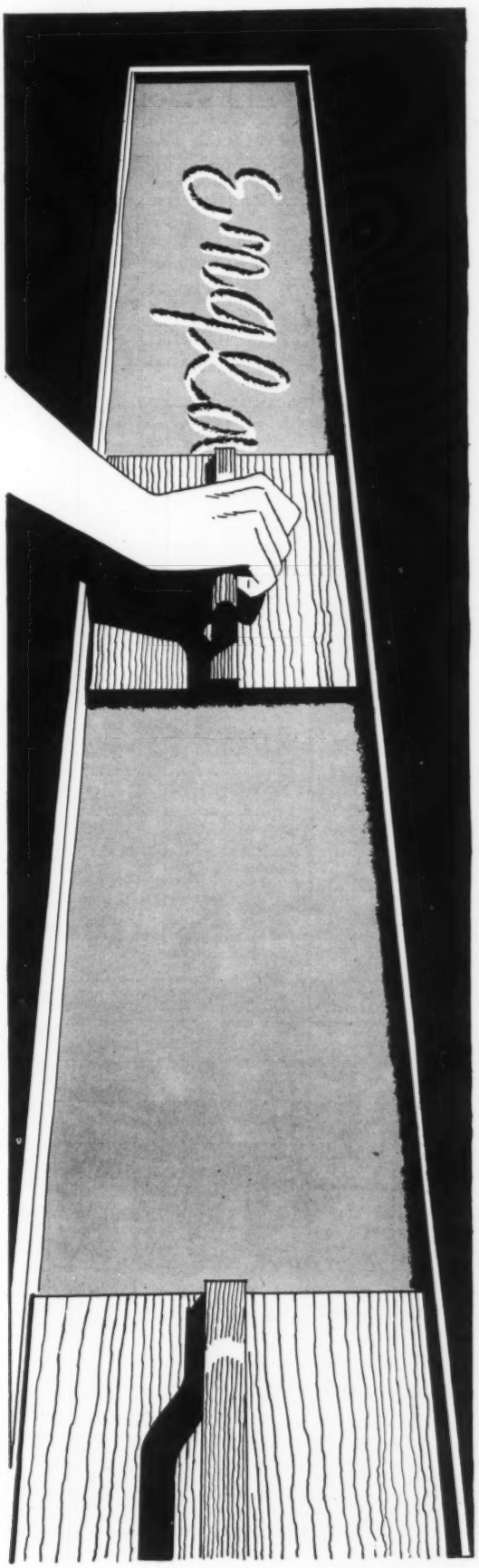
Write, Wire, Phone or Ask Headley-Reed

WSYR SYRACUSE AM • FM • TV

NBC AFFILIATE —The Only Complete Broadcasting Institution in Central New York

New RTMA Committee

A NEW Electronic Application Committee has been formed by Radio-Television Mfrs. Assn. to collect and disseminate information on design, manufacture and installation of electronic gear as an aid to improved military apparatus. Chairman of the group is Lewis M. Clement, Crosley Div.



In England, in the 18th century, people were taught to write on "sand tables." Novices practised on the sand surface; the two boards were used as "erasers."

Though we live in one of the world's most literate nations, people must still be **taught** to write, to read, to add or subtract.

But they never need be taught to **listen.**

That's why radio is and always will be such a potent medium of communication, of education, of advertising.

And because Westinghouse radio stations believe in making programs **listenable**.. first, last and always.. they continue to increase their audiences in six leading market-areas: Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, and Portland, Oregon.

Advertisers needn't be taught that these audiences comprise a substantial slice of the country's purchasing power!

WESTINGHOUSE RADIO STATIONS Inc

WBZ WBZA KYW KDKA

WOWO KEX WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

COMPARATIVE NETWORK SHOWSHEET

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Carter Products Drew Person (175)	December Bride	Libby, McNeill & Libby Nick Carter	Adventures of the Scarlet Pimpernel S
6:15	Lorillard Monday Morning Headlines (328)	"	6:25 State Farm Ins., C. Brown	"
6:30	Co-op George Sokolsky	Palmolive Soap Our Miss Brooks (195)	Official Detective	Juvenile Jury S
6:45	TBA	"	"	"
7:00	Songs by Eddie Fisher S	Ameri. Tobacco Jack Benny (207) R	Affairs of Peter Salem	Meet Your Match S
7:15	The Three Suns S	"	"	"
7:30	Time Capsule S	Rexall Drug Amos 'n' Andy (193)	Little Symphonies	Aldrich Family
7:45	"	"	"	"
8:00	American Music Hall S	Richard Hudnut Charlie McCarthy Show (202) R	Hawaii Calls	RCA, Phil Harris & Alice Faye (180)
8:15	"	"	"	"
8:30	Marlene Dietrich Cafe Istanbul S	Philip Morris My Little Margie (194)	Enchanted Hour	US Steel Co Theatre Guild on the Air (187)
8:45	"	"	"	"
9:00	Gruen Watch Walter Winchell (325)	Hall Brothers Hallmark Playhouse (190)	Jazz Nocturne	"
9:15	Lorillard Taylor Grant News (328)	"	"	"
9:30	Melody Highway S	Escape	Sterling John J. Anthony Hour	Chesterfield L&M Dragnet (171) R
9:45	Alistair Cooke S	"	"	"
10:00	Burton Dixie Corp., Paul Harvey (118)	10-10:05 Ford R. Trout (112)	Oklahoma City Symphony	Barrie Craig Confidential Investigator OT
10:15	Gloria Parker Show S	10:05-30 L'gines-Wittnauer Choraliers (157) R	"	"
10:30	Science Editor S	Steve Allen Show	"	Meet the Press
10:45	Looking Into Space S		"	"
11:00	News S	News	The Political Picture	News from NBC
11:15 PM	Coast Guard Show S	Thinking Out Loud	Dance Orchestra	Clifton Utley

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network service S
6:15	"	You and the World S	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G–Ivory Lowell Thomas (107) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	P&G–Oxydol, Dreft, Beulah (127)	Co-op Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
7:15	Co-op Elmer Davis	P&G–Tide Jack Smith (143)	Dinner Date S	No Network Service
7:30	Gen. Mills, Lone Ranger (153) (See Footnote)	Campbell Soup Club 15 (164)	Beltone Gabriel Heatter	Miles Labs News of World (166)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op (7:45-7:55) Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp
8:00	General Motors Henry Taylor (159)	Electric Auto-Lite Suspense (188)	Co-op Woman of the Year	AA of RR's Railroad Hour (192)
8:15	Field & Stream S	"	"	"
8:30	Chicago Signature S	Lever-Lipton Godfrey Talent Scouts (168) R	(Co-op) Crime Does Not Pay	Firestone Voice of Firestone (152)
8:45	"	"	"	"
9:00	Jazz Beat S	Lever Brothers Lux Radio Theatre (181)	Co-op Reporters Roundup	Bell Telephone Telephone Hour (185) R
9:15	"	"	"	"
9:30	Frank & Jackson S	"	Co-op Off and On The Record	Cities Service Band of America (113) N
9:45	"	"	"	"
10:00	Gulf Oil John Daly News (310)	R. J. Reynolds Bob Hawk Show (179)	A. F. of L. Frank Edwards (157)	Music by Mantovani S
10:15	Dream Harbor S	"	Tex Fletcher Trio	"
10:30	Time for Defense S (see footnote)	Trout 10:30-35 Ford (103) Cedric Adams 10:35-45 S	Co-op I Love A Mystery	Swayze Citizen Views the News
10:45	"	Three Suns	Dance Orchestra	Al Goodman's Orchestra 10:35-11
11:00	The Playboys S	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network service
6:15	"	You and the World S	"	Bill Stern's Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	P&G–Ivory Lowell Thomas (107) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition	P&G–Oxydol, Dreft, Beulah (127)	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)
7:15	Co-op Elmer Davis	P&G–Tide Jack Smith (143)	Co-op Hazel Markel	No Network Service
7:30	General Mills Silver Eagle (137)	Mindy Carson	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (168)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	* Co-op Mutual Newsreel (7:45-7:55)	Miles Labs 1 Man's Family (166) Rp
8:00	Defense Attorney S	Mars Inc. People Are Funny (181)	Co-op Black Museum	duPont Co. Cavalcade of America (166)
8:15	"	"	"	"
8:30	Paul Whiteman Teen Club S	Halo, Palmolive Mr & Mrs North (188) R	(Co-op) Story of Doctor Kildare	Red Skelton * OT
8:45	"	"	"	"
9:00	Co-op Town Meeting	Wrigley Life with Luigi (187)	Search That Never Ends	L&M Chesterfield Martin & Lewis (188)
9:15	"	"	"	"
9:30	"	R. J. Reynolds My Friend Irma (181)	Co-op Off and On The Record	Reynolds Metals Fibber McGee & Molly (180)
9:45	Chr. S. Publ. Co. Irwin D. Canham (20)	"	"	"
10:00	Gulf Oil John Daly News (310)	C-P-P, L.Parsons 10-10:05 (182)	A. F. of L. Frank Edwards (27)	P. Lorillard Two for the Money (190)
10:15	Dream Harbor S	CBS-Columbia Doris Day 10:05-10:30 (71)	Falstaff Thompson & His Valley Boys	"
10:30	The Embers (See Footnote)	Trout 10:30-35 Cedric Adams 10:35-45	Co-op I Love A Mystery	Swayze Citizen Views the News
10:45	"	Three Suns	Bands For Bonds	Miller Brewing First Nighter(118) 10:35-11
11:00	The Playboys S	News	Co-op Baukhage Talking	"
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

WEDN

	ABC	CBS
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (129)
6:15	"	You and the World S
6:30	"	No Service
6:45	"	P&G–Ivory Lowell Thomas (107) R
7:00	Co-op Headline Edition	P&G–Oxydol, Dreft, Beulah (127) R
7:15	Co-op Elmer Davis	P&G–Tide Jack Smith (143) R
7:30	Gen. Mills, Lone Ranger (153) (See Footnote)	Campbell Soup Club 15 (164)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)
8:00	Sterling Mystery Theatre (325)	Amer. Chicle FBI in Peace & War (199)
8:15	"	"
8:30	Life Begins At 80 S	Chesebrough Dr. Christian (183) R
8:45	"	"
9:00	Co-op Mr. President	The Lineup
9:15	"	"
9:30	Co-op Crossfire	Philip Morris Playhouse (192)
9:45	"	"
10:00	Gulf Oil John Daly News (310)	Pabst Blue Ribbon Boxing Bouts (200)
10:15	Dream Harbor S	"
10:30	Latin Quarter Orchestra S (see footnote)	"
10:45	"	Dance Orchestra
11:00	The Playboys S	News
11:15 PM	Sports Report S	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Trinity Choir	Elder Michaux Happiness Hour	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Rel. Church Back to God	Carnival of Books
9:45	"	"	"	Faith In Action
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45	"	"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Faultless Starch Time (59) Spl.
11:15	"	"	Dixie Four Quartet	Viewpoint USA
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	The Living Word
12:00 N	News S	Middle East Story	College Choirs	Sammy Kaye's Sunday Serenade
12:15 PM	Brunch Time S	"	"	"
12:30	Co-op Piano Playhouse	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Co-op Merry Mailman	"
1:00	Churches of Christ Herald of Truth (108)	UN Report	Vandevanter & The News S	Youth Wants to Know
1:15	"	String Serenade	Wm. Hillman	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	O-Cedar Corp. Breakfast Club (M-F-W) (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	Co-op Cliff's Family	"
9:30	"	"	"	TBA (139)
9:45	Philco Corp Breakfast Club (289)	"	"	P&G Brighter Day (189)
10:00	Sterling Drug My True Story (212)	Toni–Fr. Sardine Godfrey (186) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
10:15	"	Frigidaire-Owens-Corning Godfrey (191) R	Mutual Music Box	"
10:30	General Mills Whispering Streets (224)	Lever Bros. Arthur Godfrey (182) R	Co-op Take a Number	Campbell Double or Nothing (147)
10:45	Seeman Bros When A Girl Marries (Tu-Th) (201)	Pillsbury Arthur Godfrey (191) R	"	"
11:00	Live Like A Millionaire S	National Biscuit Arthur Godfrey (193) R	Sterling Ladies Fair 11-11:25	C-P-P Strike It Rich (179)
11:15	"	Liggett & Myers Arthur Godfrey (200) R	"	"
11:30	Bristol-Myers (MWF) ½ hr Break the Bank	Contnl. Baking Grand Slam (52)	Queen For a Day 11:30-45 Tu& Th Quaker	C-P-P Bob & Ray (183)
11:45	Toni & Seeman (Tu-Th) ½ hr	P&G Ivory Snow Rosemary (142)	M-F 11:45-12 P. Lorillard	
12:00 N	Prudential (See Footnote) The Jack Berch Show (256)	General Foods Wendy Warren (155)	Miles Labs Curt Massey Time	No Network Service
12:15 PM	Valentine S	Lever Bros. Aunt Jenny (144)	Johnson & Son News (12:15-12:25)	"
12:30	General Mills The Bill Ring Show (174)	Whitehall Helen Trent (178)	News Headlines	"
12:45	Not in Service	Whitehall Our Gal Sunday (168)	Faith In Our Time	"
1:00	Co-op Paul Harvey	P&G Ivory Big Sister (151)	Co-op Cedric Foster	"
1:15	Co-op Ted Malone	P&G Oxydol Ma Perkins (160)	Music By Willard	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
9:15	"	No Service	"	
9:30	"	"	"	Mind Your Manners
9:45	"	Garden Gate Milner, Robt. Q. Lewis (104)	"	"
10:00	"	Flako (48) Galen Drake	Miscellaneous Program S	Archie Andrews S
10:15	"	Super Noodle Show I J Grass (60)	"	"
10:30	Ralston Space Patrol (284)	Let's Pretend	Bruce MacFarlane	Pet Milk Mary Lee Taylor (144)
10:45	"	"	Helen Hall	"
11:00	Junior Junction S	Cream of Wheat TBA *(157)	Coast Guard Cadets on Parade	My Secret Story
11:15	"	"	"	"
11:30	Eddie Fisher Show S	Cannon Mills Give & Take (152)	Farm Conference	Hollywood Love Story S
11:45	"	"	"	"
12:00 N	101 Ranch Boys S	Armstrong Cork Theatre of Today (188)	Quaker Man on the Farm	Arthur Barriault News from Washington
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer S	Carnation, Stars Over Hollywood (175)	5th Army Band	Coffee in Washington
12:45	"	"	"	"
1:00	Navy Hour S	Toni Fun For All (186)	Dance Orch	Allis-Chalmers Natl. Farm & H. Hour (188)
1:15	"	"	"	"

DAY

	ABC
1:30 PM	National Vespers S
1:45	"
2:00	Pan American Union S
2:15	"
2:30	Lone Pine & His Mountaineers S
2:45	"
3:00	Marines In Review S
3:15	"
3:30	Dr. Billy Graham Hour of Decision (229)
3:45	"
4:00	Gospel Bestg. Co. Old-Fashioned Revival Hr. (242)
4:15	"
4:30	"
4:45	"
5:00	This Week Around The World S
5:15	"
5:30	Goodyear Greatest Story (223)
5:45 PM	"

XUM

TUESDAY MBS	TUESDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY MBS	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY MBS	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC	
Repeat of Kid Strips	No network service	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network service	Not in Service	Metro. Life Ins. Allan Jackson (29)	Repeat of Kid Strips	No network service	Una Mae Carlisle S	Morton Salt Visiting Time (7)	Otto Thurn's Orchestra	News from NBC	6:00 PM
"	Bill Stern's Sports Review (MM)	"	You and the World S	"	Bill Stern's Sports Review (MM)	"	You and the World S	"	Bill Stern's Sports Review (MM)	Faith For the Future S	UN on the Record	"	H. V. Kaltenborn MM	6:15
"	No Network Service	"	No Service	"	No Network Service	"	No Service	"	No Network Service	Co-op Bob Finnegan-Sports	Saturday Sports Roundup	Hume Dixon Country Editor	NBC Symphony Orchestra	6:30
"	Sun Oil Co. 3-Star Extra (34)	"	P&G–Ivory Lowell Thomas (107) R	"	Sun Oil Co. 3-Star Extra (34)	"	P&G–Ivory Lowell Thomas (107) R	"	Sun Oil Co. 3-Star Extra (34)	Labor-Management S	Larry LeSueur News	Preston Sellers	"	6:45
Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition	P&G–Oxydol, Dreft, Beulah (127)	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	Co-op Headline Edition	P&G–Oxycol, Dreft, Beulah (127)	Fulton Lewis jr. (349)	Pure Oil Co. News Time (34)	"	Broadway Is My Beat	Co-op Al Helfer	"	7:00
Co-op Man's Corner	No Network Service	Co-op Elmer Davis	P&G–Tide Jack Smith (143)	Co-op Rukeyser Reports	No Network Service	Co-op Elmer Davis	P&G–Tide Jack Smith (143)	Dinner Date	No Network Service	Women In Uniform S	"	Report From The Pentagon	"	7:15
Nexzema Gabriel Heatter	Miles Labs News of World (168)	General Mills Silver Eagle (137)	Mindy Carson	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)	Gen. Mills, Lone Ranger (153) (See Footnote)	Campbell Soup Club 15 (164)	Murine Co. Gabriel Heatter	Miles Labs News of World (168)	Dinner At The Green Room S	R. J. Reynolds Vaughn Monroe (177)	Down You Go (7:30-7:55)	The Forty Million	7:30
Co-op 7:45-7:55 Mutual Newsree	Miles Labs 1 Man's Family (166) Rp	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op 7:45-7:55 Mutual Newsree	Miles Labs 1 Man's Family (166) Rp	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (101)	Co-op 7:45-7:55 Mutual Newsreel	Miles Labs 1 Man's Family (166) Rp	"	"	State Farm Auto Ins. Co. C. Brown	"	7:45
Co-op MGM Musical Comedy Theatre	R. J. Reynolds Walk A Mile (179)	The Top Guy S	American Chicle Meet Millie (199)	Co-op Modern Adv. of Casanova	General Foods Roy Rogers (162)	Toni Co. A Crime Letter From Dan Dodg (327)	Amer. Ch cle Mr Keen (199)	Co-op Adv. of Maisie	Amer Tobacco Co Hit Parade (191)	Dancing Party S	Wrigley Gene Autry (180) R	Wildroot 20 Questions	Inside Bob & Ra	8:00
"	"	"	"	"	News 8:25	"	"	"	"	"	"	20 Questions S	"	8:15
"	Kraft Gildersleeve (160)	Newsstand Theatre S	J. Montenier What's My Line (125) R	(Co-op) The Hardy Family	General Foods Father Knows Best (180)	Equitable Life This Is Your FB (280) R	Yours Truly Johnny Dollar	(Co-op) Gracie Fields Show	Name that Tune S	"	GF-Post Cereal Tarzan (150) R	(Co-op) MGM Theatre of the Air	Reuben, Reuben	8:30
"	"	"	"	"	"	"	"	"	"	"	"	"	"	8:45
Family Theatre	DeSoto Plymouth Dealers, You Be Your Life (191)	Escape with Me S	Andrew Jergens Romance (110)	Co-op Rod & Gun Club of the Air	Pet Milk Truth or Consequences (165)	Adventures of Ozzie & Harriet Lambert & Hotpoint (325) (alt. sponsors)	Mr. Chameleon	Great Day Show	Best Plays	"	General Foods Grapenuts Gangbusters (158) R	"	Pee Wee King S	9:00
"	"	"	"	"	"	"	"	"	"	"	"	"	"	9:15
Co-op Off and On The Record	Amer. Cig. & Cig. Big Story (191)	Michael Shayne S	Gen. Elect. Bing Crosby (196)	Co-op Off and On The Record	Eddie Cantor Show S	Electr c Cos. Meet Corliss Archer (325)	TBA	Co-op Off and On The Record	CJ "	"	Gunsmoke	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (178)	9:30
"	"	"	"	"	"	"	"	"	"	"	"	"	"	9:45
A. F. of L. Frank Edwards (157)	Jason & the Golden Fleece	Gulf Oil John Daly News (310)	(10-10:05) R. Trout (168) General Foods	A. F. of L. Frank Edwards (27)	Judy Canova (OT) *	Gillette Cavalcade of Sports (325)	(10-10:05) R. Trout Ford (111)	A. F. of L. Frank Edwards (157)	Hy Gardner Calling	Saturday at Shamrock S	Steve Allen	Chicago Theatre of the Air S	Dude Ranch Jamboree	10:00
Zeb Carver's Orchestra	"	Three Suns S	10:05-30 Autumn in N. Y.	Falstaff Thomsson & His Valley Boys	"	"	Capitol Cloakrm	Falstaff Thomsson & His Valley Boys	Words in the Night	"	"	"	"	10:15
Co-op I Love A Mystery	Swayze Citizen Views the News	The Embers (See Footnote)	Dance Orchestra	Co-op I Love A Mystery	Swayze Citizen Views the News	"	Dance Orchestra	Co-op I Love A Mystery	Swayze Citizen Views the News	TBA	Country Style	"	M. Willson's Music Room S	10:30
Dance Orchestra	Dangerous Assignment *M-M, 10:35-11	"	"	Dance Orchestra	Jane Pickens Show 10:35-11 Co-op	Gulf Oil John Daly (310) (See Footnote)	"	Dance Orchestra	Radio City Previews 10:35-10:45 Pro and Con	"	"	"	"	10:45
Co-op Baukhage Talking	No Network Service	The Playboys S	News	Co-op Baukhage Talking	"	The Playboys S	News	Co-op Baukhage Talking	No Network Service	News S	News	News	News from NBC	11:00
U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty	Buddy Weed Trio S	Dance Orchestra	Dance Orchestra	Alex Dreier News	11:15 PM

TIME

SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC
Syncopation Piece	Lutheran Hour (Lutheran)	U. of Chicago Roundtable	Not In Service	P&G Crisco Dr. Malone (155)	Luncheon with Lopez	Co-op News Merrill Mueller S	Vincent Lopez Show S	Carter City Hospital (155)	Sylvan Levin's Music Meeting	The Downhomers
"	"	"	"	P&G Duz Guiding Light (156)	"	Wesson Oil Dr. Paul (61)	"	"	"	"
Longines-Wittnauer Symphonette (155)	Bandstand USA	The Catholic Hour	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (139)	Say It With Music	Jane Pickens Show	Texas Co. Met. Opera (350)	Hormel & Co. Music with H. Girls (121)	"	Football Games 2-5 Approx
"	"	"	"	P&G Tide Perry Mason (160)	2:25 Johnson & Son, News	Every Day MM	"	"	2:25 Johnson News	"
Wilys-Overland Motors Inc New York Philharmonic Sumphony (194)	US Military Academy Band	American Forum of the Air	Tennessee Ernie S (See Footnote)	Toni, Seeman Nora Drake (172)	Amana-M-W-F (347), Pequot-Tu Paula Stone	2:30-45 Garroway 2:45-55 Kuben Fran & Ollie 2:55	"	Make Way For Youth	Georgia Crackers	"
"	"	"	"	P&G Ivory Fl. Brighter Day (151)	No Network Service	"	"	"	"	"
"	Top Tunes with Trendler	Elmo Roper	"	Miles Labs Hillton House (146) R	Co-op John B. Gambling Club	P&G Life-Beautiful (170)	"	Report From Overseas	Bandstand USA	"
"	"	Sunday News Desk	Toni Co. (128)	Pillsbury House Party (180) R*	"	P&G Road of Life (163)	"	Adventures In Science	3:25 Johnson News	"
"	Crime Fighters	Mutual Ben. H&A On the Line w Considine (183)	"	Lever, Kellogg Housenarty * (172) R	"	P&G Pepper Young (166)	"	Farm News Co-op	Sports Parade	"
"	"	Critic at Large	"	C. Smith-Kellogg A. Jemina (145) Quaker (115)	"	P&G Right to Happiness (163)	"	Correspondents Scratchpad	"	"
Biggie-King Size America Calling (39)	Under Arrest	The Chase S	General Mills Cal Tinney (274)	General Foods Grady Cole (47)	M-F 4-4:30 Co-op Jack Kirkwood M-F 4:30-5 Lucky U Ranch	P&G Backstage Wife (175)	"	Stan Dougherty Presents	Salute to the Nation	"
"	"	"	"	MTW Chicagoan ThF St. Louis Matinee	"	Sterling Drug Stella Dallas (151)	"	"	"	"
Quiz Kids	Seabrook Farms Private Files of Matthew Bell	U. S. Tobacco Martin Kane (183)	" (See Footnote)	Treasury Bandstand	M-Bobby Benson 5-5:15 Sustaining 5:15-5:30 Kraft	Sterling Drug Young Widder Brown (151)	"	The Chicagoan	Mac McGuire Show	"
" *Cedric Adams	4:55 Vick News	"	Jack Owens Show S	" 4:55-5 News	"	Manhtn. Soap Woman in My House (181)	"	"	"	"
Kingan Arthur Godfrey Roundtable (102)	Wildroot (sponsors 15 min. only) The Shadow	American Baker Assoc. Hollywood Playhouse (190)	Co-op Big Jon & Sparkie	5-5:45 p.m. No Service	Tu&Th Quaker Sgt. Preston of the Yukon	Whitehall Just Plain Bill (143)	Roseland Ballroom Orch. S	Eddie Fisher Show	Walter Preston's Show Shop	Musicana
"	"	"	Fun Factory S	"	W&F Songs of the B-Bar-B	Whitehall Front Page Farrell (138)	"	"	"	"
Admiral Robt. Trout *(192)	Williamson & Motorola (alt. wks.)	Gulf Oil Co. Countersp (135)	"	"	5:30-5:55 M-W-F Ko legg	Hazel Bishop Lorenza Jones MWF (181)	"	Saturday at the Chase	"	R. J. Reynolds Camel Football Scoreboard (155)
"	True Detective Mysteries	"	(See Footnote)	Miles Labs Curt Massey Time (149) R	Wild Bill Hickok Tu&Th Derby Sky King	Ex-Lax Inc. Doctor's Wife (172)	Club Aluminum Club Time (28)	"	5:55-Johnson & Son News	TBA

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced RP repeat performance. Time EST.

ABC—8:55-9 a.m., M-F, Stokely-Van Camp, The John Conte Show (225). 8:40-8:45 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M-F, Time for Betty Crocker, Gen. Mills (319). 5:55-6 p.m., M-F, Finnegan's Sports Show (S). 5:45-5:55 p.m., M-F, Ronnie Kemper. 7:30-8 p.m., M-W-F, Amer. Bakeries (southeast), Lone Ranger. 7:55-8 p.m., EST, M-F, Police Blotter (sustain) 10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310)

CBS—8:30-9:15 a.m., Sun., General Foods, Sunday Morning Gatherin' (107). 8:30-8:45 a.m., M-F, Pillsbury, Jack Hunt (40). 10:00-10:15 a.m., Sat., Flako Prods. Galen Drake. 11:00-11:05 a.m., Sat., Campana Shadel (187) 1:55-2 p.m., Sat., Gen. Foods, G. Drake (153). 3:30-3:45 p.m., Tu. & F., Kellogg Co., House Party. 3:45-3:50 p.m., M-F, Kellogg, C. Smith (145). 4:00-4:05 p.m. M-F, Toni Co. It Happens Every day (157). 5:55-6:00 p.m. Sun., Best Foods, LeSueur (184). 9:25-9:30 p.m., Sat., General Foods, Sanka Salutes (155)R. 10-10:05 p.m., Tu., Colgate-Palmolive-Peet, Louella Parsons (183). 11:30-11:35 a.m., Sun., Bill Shadel (S) *3:15-30 p.m., M-Thur., Pillbury Mills, House Party (167) 3:15-3:30 p.m., Fri., Green Giant, House Party (170). 3:50-4 p.m., M-F., Quaker Oats, Aunt Jemima, Home Folks (115). Sun. 4:55-5 p.m. Sonotone-Cedric Adams (142 sta.)

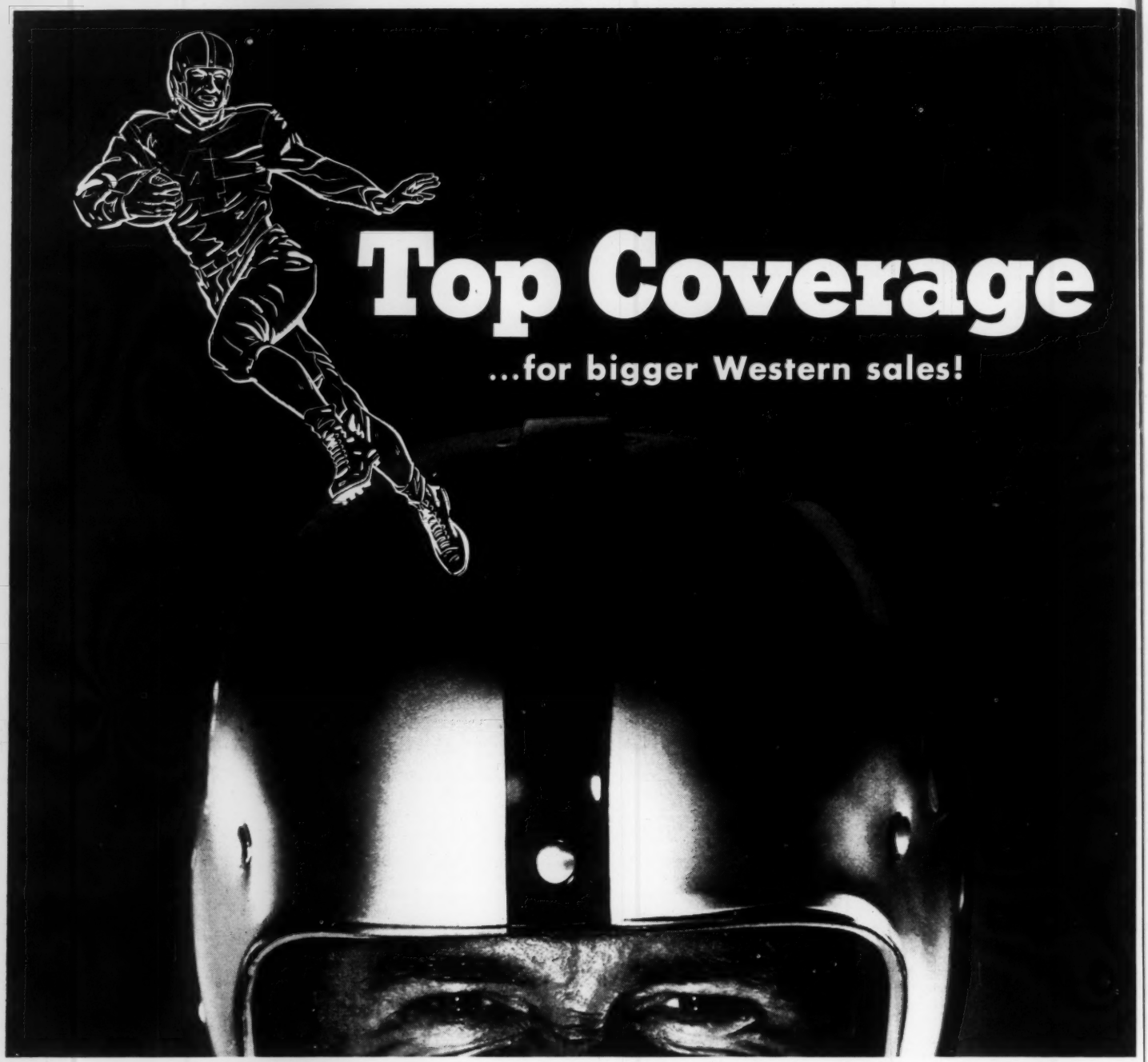
ON A SUNDAY AFTERNOON

String Serenade, 2:30-3 p.m.; Galaxy of Hits; 3-3:45 p.m.; Main Street, Music Hall, 3:45-4 p.m.; Band of the Day, 4-4:30 p.m.

MBS—Titus Moody Speaking—7:55-8:00 p.m. M-W-F—Sustaining. T & Th—Wildroot Co. 8:55-9 a.m., M-F, Gabriel Heatter-VCA Labs. 11:25-11:30 a.m., M-Sat., Johnson & Son, News 12:25-12:30 p.m., M-F, Carl Smith-Kellogg Co. 5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson. 9-9:05 p.m., M-F, Johns-Manville, Bill Henry.

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); 8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlahr", 153 stations. 8:30-9:00 a.m., Sat., Howdy-Doody. * MM—"Minute Man" Programs. * OT Operation Tandem—Emerson Drug.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
November 24, 1952



NBC's hard-hitting team of radio stations scores sales every time it carries the ball for you!

When your advertising message is put in play by the NBC Pacific Coast Network, it reaches a bigger western audience than any other network... *or any other medium of advertising.*

And at lower costs-per-thousand than any competitive network!

An estimated 30 billion dollars will be spent by consumers on the Pacific Coast in 1953! Kick off your west coast advertising campaign on NBC Radio and get your share! NBC's extra lift will send your sales soaring over your 1953 goal.

Consult your local NBC Sales Office for full details on availabilities.

WESTERN NETWORK
NATIONAL BROADCASTING COMPANY
A Division of Radio Corporation of America
HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK

CONTROLS

Early Hill Deliberations Are Underway

A JOINT Congressional Committee on Defense Production last week started wrestling with wage-price controls, legislation for which has touched intimately on the welfare of broadcasters, set-makers and advertisers alike.

At the same time, Economic Stabilizer Roger Putnam promised Radio - Television Mfrs. Assn. (RTMA) he would review Office of Price Stabilization (OPS) action recontrolling radio, TV and phonograph parts and components.

Extensive hearings on control legislation were promised last week by Sen. Homer E. Capehart (R-Ind.), slated to be chairman of the Senate Banking & Currency Committee in the 83d Congress. He tentatively set Feb. 1 as deadline for hearings and April 1 for floor debate. Controls expire April 30.

Under the Defense Production Act, enacted after the Korean war started, restrictions were invoked on installment purchases of radio-TV receivers (now suspended but retained on a standby basis). But there is provided relief in advertising and other allowances to manufacturers under the Capehart amendment. Relief formulas also are in controlled critical materials used in station construction and receiver output.

Broadcasters and manufacturers receive quotas of steel, copper, aluminum and other metals under the Controlled Materials Plan, which faces serious study after January.

Set Price Controls

Production control law also governs price ceilings on radio-TV receivers, which are now exempt, and components which OPS recently recontrolled. OPS noted the increase in defense purchases and spread of components output to other than the electronics field.

When OPS reimposed component controls, RTMA took the issue to the Economic Stabilization Administration under Mr. Putnam, charging the recontrol order was "arbitrary and capricious" [B•T, Nov. 3, Oct. 27].

In a letter last week to A. D. Plamondon Jr., RTMA president and board chairman, and James Secrest, RTMA executive vice president, Mr. Putnam acknowledged the association's original protest to OPS and subsequent appeal to the Economic Stabilization Agency (ESA). He said he is studying them and "discussing with OPS the considerations which they have given to the problem. On the conclusion of this investigation, I shall communicate with you."

RTMA's efforts to reverse the order were reviewed last week by its Parts Div. Executive Committee and Tube Div. in quarterly group meetings held in Chicago and New York (see separate story).

What sort of legislation may come out of the 83d Congress was anybody's guess. There is some speculation that, as long as the Korean war continues, provision will be made for at least standby controls, as suggested by Sen. Capehart. There were other indications of moves to let controls expire next April 30.

In the event of the latter contingency, activities of such agencies as OPS, the Defense Production Administration and National Production Authority would be greatly curtailed and, perhaps, even eliminated.

MANPOWER CURE

Presented by Cotton

SIMPLIFICATION of electronic equipment and special inducements for technicians to re-enlist in the armed services have been offered as two solutions to the manpower problem facing the electronics industry.

The recommendations were given by Richards W. Cotton, chairman of the Electronics Production Board, in addressing the Armed Forces Communications Assn. of Boston in that city Nov. 14.

Mr. Cotton said the problem was a shortage of experienced engineers and an inability of the armed services to keep trained technicians. Engineering shortage will continue for several years, he predicted.

Mr. Cotton, who also heads up National Production Authority's Electronics Div., said production of military electronic products reached over $200 million last month, although 95% of the items was newly designed. He urged the armed forces to simplify equipment.

The government official lauded the industry for speeding in-plant training programs for student and junior engineers.

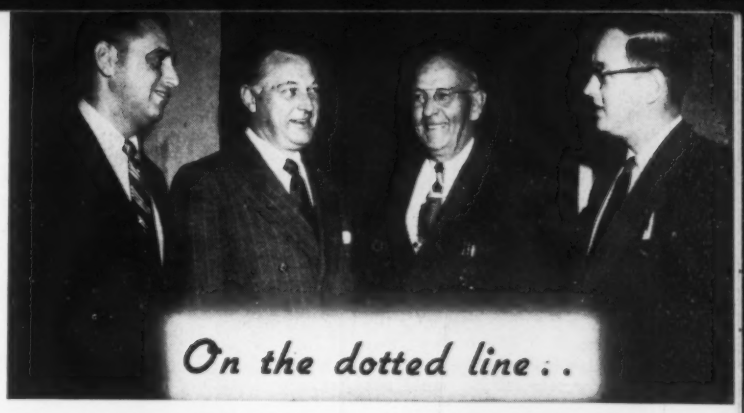
COMM. EMPLOYMENT

New Post-War Peak in Aug.

EMPLOYMENT in the communication equipment manufacturing industry moved upward in August to a new post-war peak of 408,200 persons, according to the Bureau of Employment Security, Labor Dept. Based on a survey of 309 factories, the bureau found the increase was due to rising demand for TV sets and equipment for new TV stations, along with increasing defense requirements.

The bureau foresees "a fertile market for equipment firms for at least the next three years. A natural consequence of such new construction is the increased demand for TV receiving sets."

EFFECTIVE Nov. 10, WLAW Boston advanced morning sign-on time 10 minutes to 5:50 a.m., to feature *Farm and World News* program.



SETTLING final details for Willys-Overland to sponsor N. Y. Philharmonic concerts on WEEI Boston are (l to r) Harvey J. Struthers, WEEI gen. mgr.; Francis P. Mutrie, treas., Willys-New England, S. Walter Wales, Willys-New England, and W. P. Thompson, gen. mgr., Quincy-Nantasket Motors, Quincy, Mass.

JOHN H. HICKS (c), ad mgr., Burrus Feed Mills, signs for quarter-hour Mon.-Fri. show on KRLD Dallas. W. A. Roberts (l), KRLD assit. gen. mgr. for sales, and J. Earl Goss, acct. exec., Rowland Broile Adv., are witnesses to signing of contract.

YEAR-long pact for some $500,000 worth of time is arranged by (l to r) Bernard Weinberg, pres., Milton Weinberg Adv., L. A.; Klaus Landsberg, KTLA (TV) Los Angeles gen. mgr., and Fred Hailparn, of Jim Clinton Clothing Co., menswear stores.

WILLIAM L. WARNER (l), dist. rep., Frederic W. Ziv Co., and Claude Cain (c), sls. rep., KID Idaho Falls, Ida., watch as Edwin F. McDermott, ed.-pub., Idaho Falls *Post-Register*, signs for Ziv's *Freedom, U. S. A.*, on KID.

AT Planter's Nut & Chocolate Co.'s signing for Don Lee's *Lucky U Ranch*, are (l to r) Raymond R. Morgan, of Hollywood agency bearing his name; Betty Taylor, singing star, and Harry Guppy, Planter's Western Div.

NEW Jersey Natural Gas. Co. sponsors 10 high school grid games on WJLK-AM-FM Asbury Park, N. J. At signing are (l to r) station's Richard E. Lewis, announcer, and Ed Gorman, sportscaster; Dan Williams, gas company's sls. mgr., and Herbert Liesentritt, station's time salesman.

open mike

Speed Record?

EDITOR:

Voters numbering 17,965 in the 21 election districts of Rome (population 41,680) voted for a Presidential candidate Nov. 4, the polls closing at 9 p.m.

WRUN, in cooperation with its affiliate newspapers, the *Rome Daily Sentinel*, announced at 9:06 that evening that Eisenhower was sweeping Rome and at 9:12 (12 minutes after the voting machines closed) reported the vote was Eisenhower 10,242, Stevenson, 7,678.

WRUN and the *Sentinel* reported the Rome result to the AP at 9:15, making it the 44th time in the past 52 years that the Rome results were the first to be reported in New York state.

The combination of radio and newspaper working together in the public interest is unbeatable. We wonder if any station, reporting for a city of comparable size was quicker with complete Presidential results?

Fritz S. Updike
General Manager
Rome Sentinel Co.
Rome, N. Y.

* * *

Operator Rules

EDITOR:

I recall that at one time your magazine made the comment that you had said all you intended [to say] on the proposed technical operator rule changes requested of the FCC. I have neither seen nor heard anything further on these changes and believe that a straightforward news story on its current status would be of interest to broadcasters.

W. E. Bradford
Manager
KSST Sulphur Springs, Tex.

[EDITOR'S NOTE: B•T did have to call a halt to further comment on this subject in OPEN MIKE, but has by no means quit reporting developments in its news columns.]

* * *

Loyal Opposition

EDITOR:

Your editorial, "Loyal Opposition," [B•T, Nov. 17] is a truly fine expression of real democratic thinking. Without a doubt, radio and television could add to their great public service records through some sort of arrangement whereby the party-out-of-power would have a voice.

I am enough of a partisan of democracy to wish that the plan could be followed through without resorting to the purchase of time. . . . Come the day that the Republican Party is replaced in the White House with another Democratic administration, the idea could be carried forward for the benefit of the Republican point of view. . .

Julian N. Jablin
PR Assoc.
New York

Liberia or Bust

EDITOR:

I read, with a great deal of interest, your article about the WWVA Wheeling, W. Va. coverage in Eskimo territory (Nov. 3). Do they think that's distance? Well, get a load of this!

WGBS received a letter from West Africa, more than 2,000 miles farther away, as follows: "Thought you might be interested to know that I listened to the Miami-VMI game this a.m. with very clear reception from your station. I am a resident of Miami and it was a nice feeling to hear my town station broadcast over 5,000 miles away." The letter was signed by Wilmer Wahl and postmarked Baffo Bay, Liberia, West Africa.

Frank Riordan
Commercial Manager
WGBS Miami

* * *

Uhf Forecast

EDITOR:

. . . We have received replies from some of the top manufacturers which indicate that better than 50,000 all-wave television sets and converters will be delivered in our primary market before Christmas. With figures from many of the top manufacturers still missing and with the community antennas in this area, WHUM-TV in the primary market can claim better than 100,000 families who will be able to receive Ch. 61 by the first of the year. . . .

Jack Schuler
Operations Manager
WHUM-TV Reading, Pa.

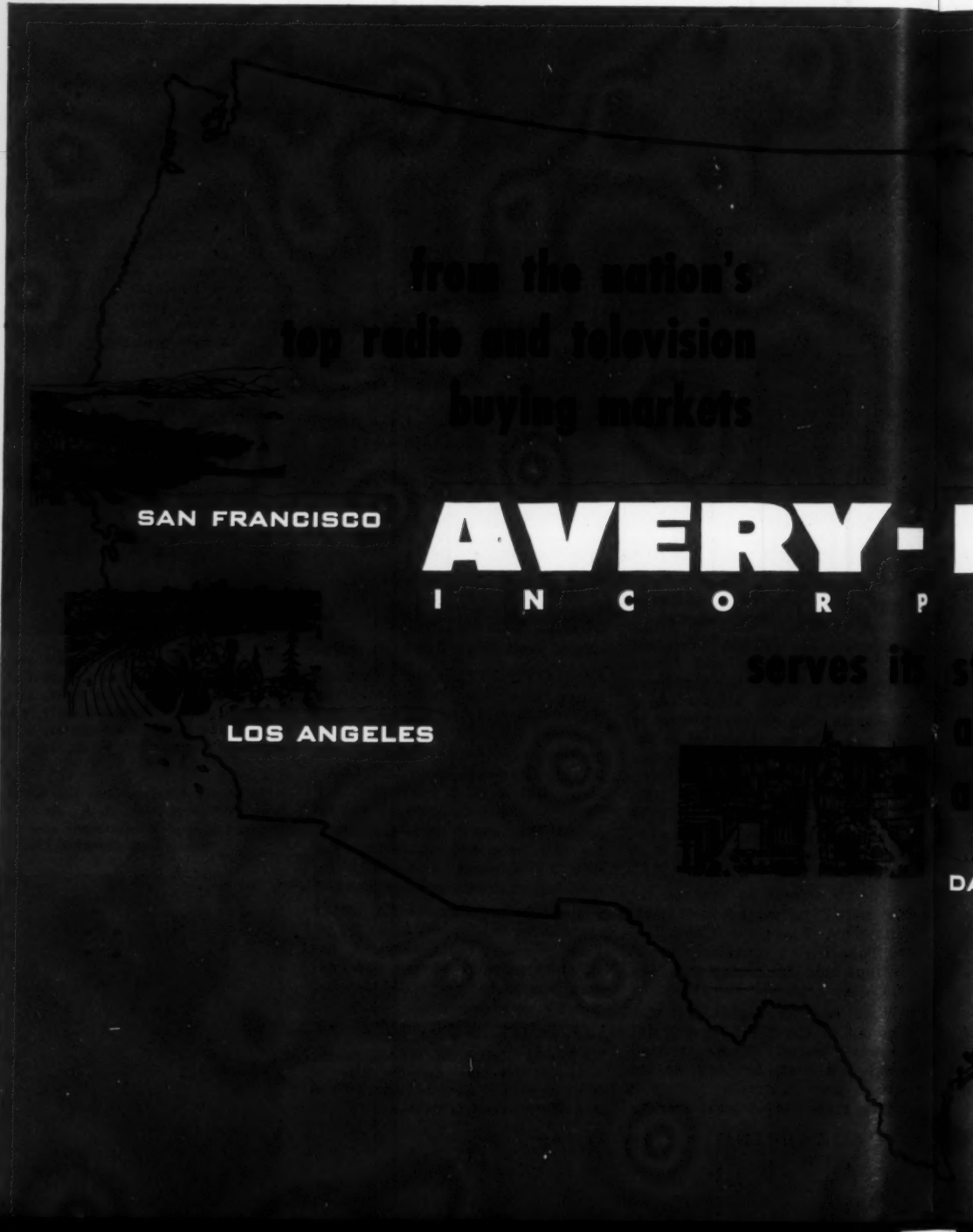
[EDITOR'S NOTE: Since interest in the development of uhf stations is so high, B•T thought Mr. Schuler's predictions of set distribution worth passing on. WHUM-TV is not scheduled to begin operation until December.]

* * *

Caw, Caw

EDITOR:

. . . The campaign just closed does seem to indicate . . . that the editors of the nation's papers were far and away ahead of the radio commentators and news analysts



on predicting the result of the election. In short, I think you will agree that the one outstanding poll, indeed the only one that had any merit, was the [David] Lawrence poll of the editors. His poll pretty closely forecast what did happen.

The radio boys, on the other hand, at least as far as the BROADCASTING • TELECASTING poll indicates, were very far off the lot. So I say to you that the members of the press have indeed scored one on the members of the radio. And to you, Mr. Editor, I also say that it's indeed up to BROADCASTING • TELECASTING, as pollster, to eat a little crow. Brace yourself now, ol' boy, unless you've got some good explanation as to how the newscasters who participated in your poll got so far off the track. And were they off the track—or something!

J. F. Clagett
Attorney at Law
Washington 5, D. C.

[EDITOR'S NOTE: B•T does not think that crow is on its menu, since the predictions it reported were not its own but those of leading radio-TV newsmen. For the majority of them however, crow may be in order—if there is enough left to go around.]

* * *

Tall Tale From Texas

EDITOR:

Out of curiosity we have analyzed the effective antenna heights authorized in the first 83 commercial television construction permits which have been granted by the FCC since the freeze. We were primarily concerned over the effect on air traffic and while at first glance it may seem that consideration of effective height would give an erroneous indication, further reflection will show that air navigation also is concerned over height above average terrain.

In analyzing the antenna heights on a percentage basis, we find that of the 22 commercial vhf grants, 50% of the grants were for effective antenna heights of over 1,050 feet. Of the 61 uhf grants, 50% were for effective antenna heights of over 980 feet. Of the combined vhf and uhf grants, 50% were for effective antenna heights in excess of 590 feet and 20% were for effective antenna heights of over 1,000 feet.

As proponents of tall towers for the television service, we were gratified to note this trend to tall antennas.

J. G. Rountree,
A. Earl Cullum Jr.
Consulting Radio Engineers
Dallas, Tex.

MGM RECORDS, Culver City, to release an album from the soundtrack of 20th Century-Fox feature film, "Stars and Stripes Forever," marking first time firm has used soundtrack from other than MGM feature film.

CECIL B. HOSKINS (l), general manager, WWNC Asheville, N. C., looks on as James M. Lorick (c), WWNC control room supervisor, receives a 25-year service pin from Don S. Elias, president, Asheville Citizen-Times Co., licensee of WWNC.

TV FACES TEST

McMahan Tells Ad Men

TELEVISION will face its most critical test as an advertising medium during the next 12 months, Harry McMahan, president of Five Star Productions, predicted last Monday at the Hollywood Ad Club's meeting in the Hollywood Roosevelt Hotel.

Declaring that many advertisers will desert TV and return to other media, he added, "They are demanding 'harder sell' from their agencies to increase tangible returns from video.

"Changing economic conditions are forcing appliance manufacturers and others to roll up their sleeves and go to work for the first time in 12 years. This will force TV into its first great test of strength," he continued.

The imitative formulas of commercials have lessened the impact on TV advertising, he said. Viewers are developing "fatigue response" to the once novel jingles, cartoons and camera tricks and now demand believability, Mr. McMahan said.

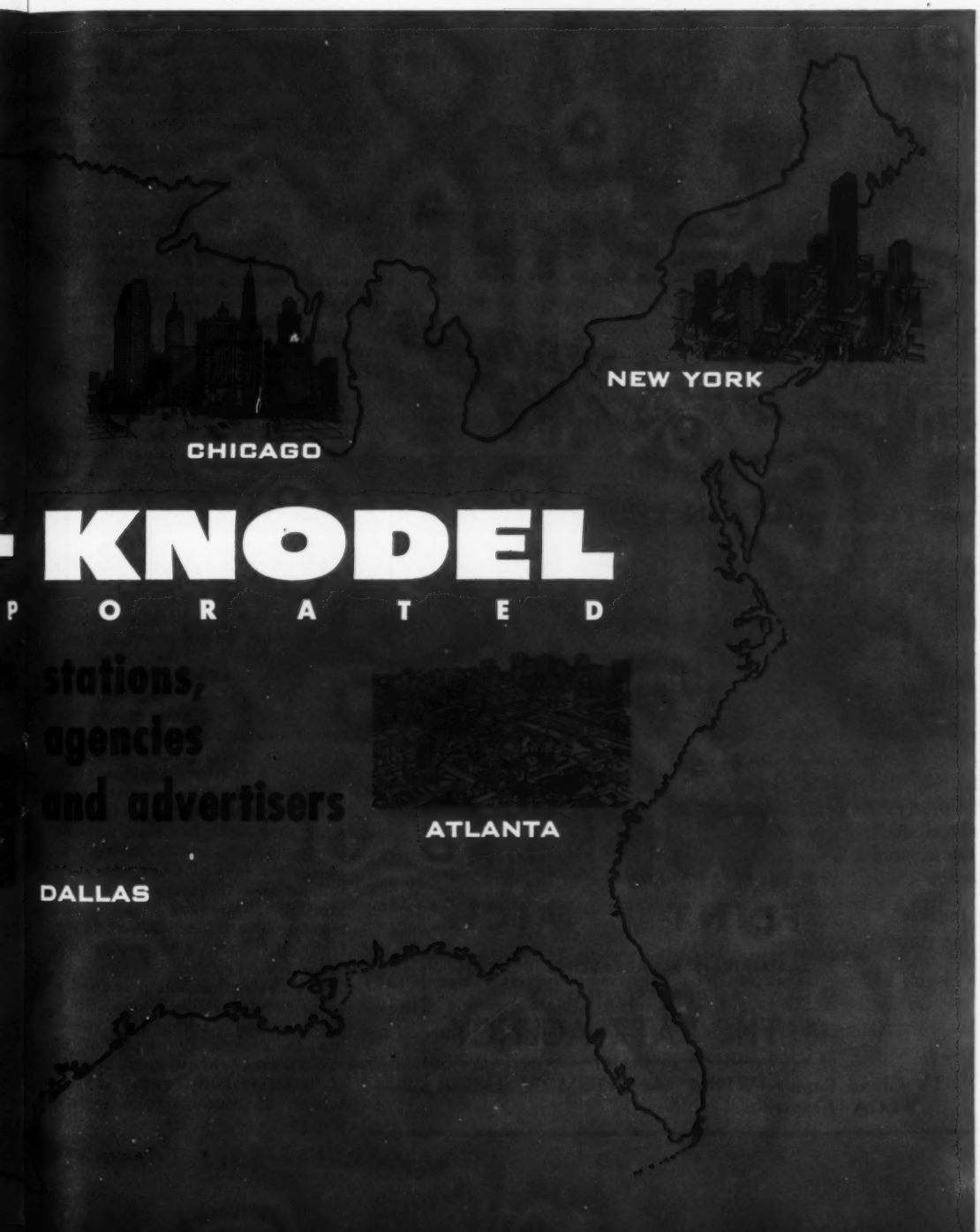
Monotony Decried

"Certain industries are damaging their efforts in video advertising by use of highly similar commercials," Mr. McMahan reported. "For example, in some markets 20 breweries are using TV commercials with almost identical scenes."

The trend to filmed programs and commercials continues, according to Mr. McMahan's surveys, but increasing costs of production are placing many advertisers in the arms of the law of diminishing returns, he concluded.

Emil Schaeffer

EMIL SCHAEFFER, 64, designer of radio towers, died last Monday at St. Elizabeth Hospital, Elizabeth, N. J., after a two-week illness. He was chief of the tower fabricating division of the Elizabeth Iron Works. During World War II he designed radio towers for the Navy. Surviving are his wife and a daughter.



New Business

(Continued from page 16)

count executives are **HARRY L. MERRICK** and **WILLIAM B. MULLETT.**

UPHOLSTERY LEATHER GROUP Inc. names J. Walter Thompson Co., N. Y., as its advertising and public relations counsel.

BUTICAPS Co., L. A., div. of Stanley Drugs Products, Portland (vitamins), appoints Frank-Gold Agency, L. A. Radio is being used.

DOWINGTOWN FARMERS MARKET & AUCTION, Downingtown, Pa., appoints Weightman Inc., Phila. Radio and TV are being used.

CALIFORNIA THERAPY EQUIPMENT Co., L. A. (Dri-Aire lamp), and **KLEIN MORTGAGE Co.**, that city, appoint Mayers Co., that city. Former firm has scheduled live TV spot announcements in San Francisco, San Diego and Los Angeles.

Adpeople • • •

D. T. BUCHANAN appointed manager of advertising and sales promotion, Goodyear Tire & Rubber Co., Akron, Ohio. **G. G. CARTWRIGHT** named advertising manager of firm's general products department and **H. F. COOK** assumes similar duties in tire department.

WILMORE H. MILLER, vice president of the Toni Co., div. of Gillette Co., Chicago, and manager of company's advertising and brand promotion department, named to supervise market and consumer research.

FRED WILLIS, director of market research, placed in charge of creative advertising and media research under Mr. Miller.

ROBERT BAMBERGER, account executive, J. M. Korn Adv., Phila., appointed advertising manager, Jordan Refrigerator Co., same city.

ED DEWEY, account executive, Dozier, Eastman & Co., L. A., to Fluor Corp., that city, as supervisor of sales promotion.

W. L. STUTTAFORD, vice president in charge of sales and advertising, Tea Garden Products Co., S. F., to Golden State Co., Southern Calif. Div., L. A., as sales manager.

SLOANE INCIDENT

Issue Remains Unresolved

DIFFERENCES between CBS and Allan Sloane, radio-TV freelance writer who also is listed in *Red Channels* and who has been notified by the network that it will accept no more scripts from him pending further notice, appeared still unresolved last week.

Mr. Sloane, who is suing *Red Channels* for $200,000 on charges of libel and defamation of character, has been preparing scripts for *Lamp Unto My Feet* (CBS-TV, Sun., 3-3:30 p.m.), a sustainer. His last story was to have been presented Nov. 9.

The writer said that several network officials told him that the decision not to buy additional scripts from him stemmed from pressure exerted by unidentified persons who had pointed out the inclusion of his name in *Red Channels*. Mr. Sloane contended that his anti-communist position is proved by his legal suit and his taking the initiative to clear his name.

He accused CBS of attempting to put him "under prejudicial trial" while he was engaged in his litigation against *Red Channels*. He noted that his suit in Supreme Court in New York may not come up for trial for another year because of congestion of the court's calendar.

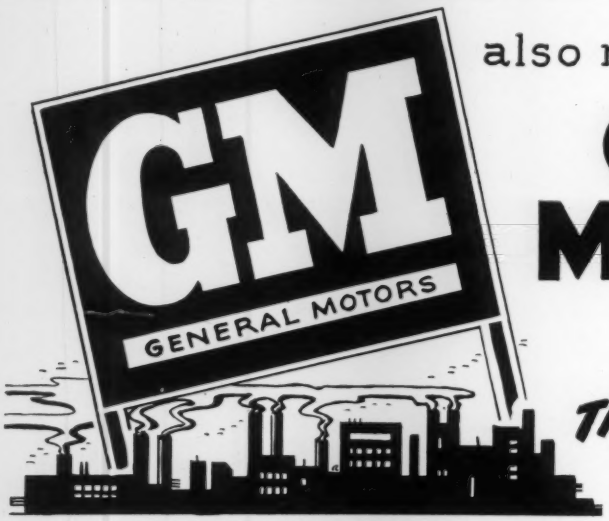
"CBS should defend itself against violation of the principle that a man accused shall have the opportunity to know what he is accused of, know who is accusing him and face his accuser to answer the accusation," Mr. Sloane declared.

Network's Stand

Network officials denied that CBS was passing judgment in Mr. Sloane's case except to "take a look at the situation." They said that after full exploration of the matter the network may buy additional scripts from the writer, and that Mr. Sloane was one of several persons whose "acceptability" by some segments of the network audience was being examined.

Though the officials cited no specific criticism against Mr. Sloane, it has been reported that an anti-communist group in upstate New York has been protesting to networks against hiring persons cited in *Red Channels*. It is said to have threatened to boycott products of sponsors if its recommendations are not followed. *Lamp Unto My Feet*, however, is not sponsored.

The Sloane incident prompted a letter from the Radio Writers Guild to the network, asking for a meeting to explore the question of "blacklisting" of writers because of "unacceptability" resulting from threats of boycotts from certain groups.



also means...

GOOD MARKET

THAT'S FABULOUS FLINT

THE LARGEST GM PLANT CITY IN THE WORLD

Flint is the largest GM City in the world, and Flint wages are 32% ABOVE THE NATIONAL AVERAGE. Yes, Flint earns more —AND FLINT BUYS MORE! (Retail sales were $315,840,000.00 last year!)

The sales story in the rich Flint market is good . . . and prospects for the future look EVEN BETTER; because an over-all half-billion expansion program is now in progress!

The Flint market is a big, rich market . . . and STILL GROWING! Sell Flint through its FIRST STATION, WFDF.

WFDF 910 KC

WFDF

FLINT MICH.

AMERICAN BROADCASTING COMPANY

REPRESENTED BY

THE KATZ AGENCY

Associated with: WOOD and WOOD-TV Grand Rapids—WFBM and WFBM-TV Indianapolis—WEOA Evansville

Has America enough POWER?

The U. S. today uses twice as much electricity as before World War II. Is there enough for defense, for civilian needs and for such giant jobs as A-bomb manufacture? Here's how the electric light and power companies are meeting — and staying ahead of — these huge needs.

NO JOB TOO BIG. Some people say that the really big electric power projects are jobs only the government can handle. The facts disprove this. Five local electric companies have offered to develop all additional power available at Niagara Falls with a giant new power plant. Five other business-managed companies are completing one of the largest single power plants ever built at one time—a project that will supply power to the new A-bomb plant at Paducah, Ky. Fifteen companies are ready to handle an even greater project for the Atomic Energy Commission. The electric light and power companies are ready and able to do the nation's power job — *and they can save you and other taxpayers many millions of dollars by doing it!*

PLENTY OF POWER. The electric companies have kept pace with the fast-growing demands for power. These companies met the unprecedented needs of World War II. And now, in the midst of their greatest expansion program, they have already *doubled that wartime supply!* The only real shortages of electricity are in countries where national governments control the power industry.

ERA OF TEAMWORK. The electric companies, where there is no interference from the federal government, work together with municipally-owned power systems and farm electric groups. Electric companies' rates and earnings, of course, are closely regulated by state commissions or local authorities. However, federal electric projects are *not* subject to such regulation.

Important strides have been made by electric light and power companies in meeting the nation's huge power needs. The companies' record of performance shows the fallacy of arguments advanced by those who want the federal government to take over more and more of the electric business. This brief report is brought to you by America's ELECTRIC LIGHT AND POWER COMPANIES*.

LISTEN TO CORLISS ARCHER—new time effective October 3rd—Fridays, 9:30 P. M., E. S. T.—ABC Network

*Names on request from this magazine

Strictly Business

(Continued from page 18)

1946. Eastern friends in film distribution and theatre exhibition stimulated his interest along these lines. Leaving interior decorating which he entered from the textile business, he spent the next three and a half years learning motion picture production.

This took place at Monogram Productions Inc. (now Allied Artists), where his brother, Steve Broidy, was on the way to his current position as president. Jobs as errand boy, general production assistant and assistant studio manager led Mr. Broidy into independent motion picture production.

At this time he was associated with Lindsley Parsons, who since has added video film production to features.

Since forming William F. Broidy Productions in 1950 to film programs for television, he keeps his hand in by turning out three to five full-length features yearly in his "spare time" for release through Allied Artists.

But emphasis is definitely on video, because "inevitably, our industry must replace, in terms of mass entertainment, the theatrical motion picture industry as we have known it during the past 40 years," according to Mr. Broidy.

"It is not a responsibility we can shrug off lightly, but must be approached with deadly seriousness, to provide maximum mass entertainment, at moderate costs and in good taste, so that our fare consistently will be welcomed into the living rooms of America," he continues.

Believing television, to grow, must depend upon films "to a degree far beyond our fondest dreams," he also feels "Hollywood is destined to become the actual center of video film activities and TV's tremendous celluloidal appetite will tax the production capacity of not merely eight major studios, but 30 to 50 majors, when and as they come into existence."

Produced 'Hickok' Films

In the past two and a half years, he has produced *Wild Bill Hickok*, half-hour TV film series starring Guy Madison and Andy Devine, for Kellogg Co. Currently in production on *Phantom Pirate*, new half-hour video series in color starring Robert Stack, Mr. Broidy's filming schedule has been augmented by recent formation of Vitapix Corp. [B•T, Nov. 3]. It will syndicate film produced by Mr. Broidy, besides that from other sources. He has scheduled *Case History* and *Trail Blazers* as the first two series under the Vitapix banner.

Mr. Broidy grew up in Chelsea, Mass., where he was one of four children. He soon learned from his textile manufacturer father that business is "for keeps." Illness cut short his studies at Northeastern U. in Boston and precipitated his entry into textiles.

He married the former Frances Rubin of Chelsea in 1947. They live in the Toluca Lake area of North Hollywood with two children, Leah Lynn, 4, and Julia, 8 months.

His business leaves Mr. Broidy little time for hobbies, but he is active in several civic organizations. He is a member of the Alliance of Television Film Producers.

Edward Lamb Enterprises, Inc., New York Office, Hotel Barclay; Home Office, 500 Security Bldg., Toledo, Ohio.
National Representatives
WICU-TV—Erie, Pa.—Headley-Reed Co.
WTVN-TV—Columbus, O.—Headley-Reed Co.
WTOD—Toledo, O.—Headley-Reed Co.
WHOO—Orlando, Fla.—Avery-Knodel, Inc.
WIKK—Erie, Pa.—H-R Co.
ERIE DISPATCH, Erie, Pa.—Reynolds-Fitzgerald, Inc.

CBS UNIT

Lounsberry Renamed Chmn.

I. R. LOUNSBERRY, WGR Buffalo, was reelected chairman of the CBS Station Advisory Board and Hulbert Taft Jr., WKRC-AM-TV-FM Cincinnati, was elected secretary at a meeting in Los Angeles Nov. 14 in conjunction with the dedication of the new CBS Television city.

The committee instructed Messrs. Lounsberry and Taft to confer with representatives of the emergency rate committee, originated

Mr. Taft

Mr. Lounsberry

last summer and headed by John Fetzer, WKZO-AM-TV Kalamazoo, prior to the end of the year in the hope of merging into a single affiliates' organization. It is understood that the committee also agreed to pay its own way at all future sessions.

TOP CANADA SHOWS

Six of U. S. Origin

FOUR Canadian and six U. S. programs shared honors as top 10 evening network shows in Canada in October, according to national ratings report of Elliott-Haynes Ltd., Toronto. First is *Edgar Bergen Show*, rated 26.3, followed by *Amos 'n' Andy* 24.6, *Radio Theatre* 23.6, *Our Miss Brooks* 22.1, *Your Host* (Canadian) 17.6, *Great Gildersleeve* 17.4, *Treasure Trail* (Canadian) 16, *NHL Hockey* (Canadian) 15.9, *Suspense* 15.7, and *Share the Wealth* (Canadian) 15.3.

Five leading daytime shows: "Pepper Young's Family" 16.2, "Ma Perkins" 16.1, "Big Sister" 15.3, "Right to Happiness" 14.6, and "Road of Life" 14.

French-language evening shows: "Un Homme et Son Peche" 33.8, "Metropole" 29.7, "Radio Carabin" 26.3, "Chanson de l'Escadrille" 24.1, and "Tambour Battant" 24. Daytime French-language shows: "Rue Principale" 28, "Jeunesse Doree" 26.8, "Les Joyeux Troubadours" 25.4, "Francine Louvain" 21.2, and "Grande Soeur" 20.7.

How safe is work in a big steel plant?

Each year the Metals Section of the National Safety Council gives awards to industrial plants with the best safety records. In the contest that ended on June 30 of this year, this company's plant at Bethlehem, Pa., for the third time in a row, won first place in safety in competition with all the largest steel plants of America.

Eighteen other Bethlehem operations – including steel plants, manufacturing plants and fabricating works – won safety awards and certificates in the same contest.

Just how safe is a big steel plant like the one at Bethlehem?

The Bethlehem Plant won the top award with an accident frequency rate of 0.85. That figures out to one accident in 1,180,000 man-hours of work. If the span of life were long enough, the average man could work in a plant with so good a safety record for 600 years without losing one day's time through an accident.

Where is an employee of such a plant safer – at work, or off the job? During the twelve months of the contest, the 23,000 employees of the Bethlehem Plant had 8.57 times as many injuries while off the job as while working in the plant. Nearly nine accidents while at home or driving the family car, for each accident while at work!

There is a special reason why we at Bethlehem Steel get such satisfaction out of this award.

The steel industry was a pioneer in organized accident-prevention work. Its safety standards are high. The Bethlehem Plant has once more won top safety honors in an industry that is one of the leaders in what it has accomplished to help employees do their work the safe way.

BETHLEHEM STEEL

BETHLEHEM STEEL

11 DIFFERENT STATIONS

WSPD

TOLEDO

Toledo's most powerful radio station, WSPD is the voice of authority on the radios owned by 98% of Toledo's 300,000 retail buyers. Advertisers who want *more* than their share of the Toledo market, get on WSPD.

WWVA

WHEELING

Blanketing the industrial heart of America, WWVA brings *big* results. Four announcements from Wheeling's far-reaching, 50,000 watt station pulled 11,300 mail replies from 25 states. CBS in Wheeling, WWVA is a natural for better coverage and eye-opening sales results.

WGBS

MIAMI

Florida's "spendingest" market is blanketed by WGBS, Miami's *only* 50,000 watt outlet. Its CBS programming reaches a whopping 8 million dollar trading area. Within listening distance are 790,000 people, . . . over a quarter of Florida's total population plus 400,000 Winter vacationers.

WJBK

DETROIT

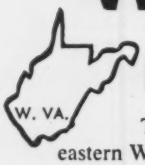
Tigers and Baseball and Detroit and WJBK all go round together. It's Detroit's popular sports, news, and music station where folks who like better entertainment set their dials. For a better buy, better try WJBK.

WSAI

CINCINNATI

Progressive Cincinnati buys by WSAI, basic ABC station. Broadcasting better programs on a full-time regional channel, WSAI fans out through a sound, substantial market where the business index climbs steadily up. Let WSAI put your product into this growing Ohio market.

WMMN



FAIRMONT

The most powerful radio station in eastern West Virginia, WMMN sells families in a thriving industrial area as well as a fertile agricultural region. A natural for farm or urban products, WMMN will carry your sales message to the people who buy.

WAGA

ATLANTA

For the best bet in Atlanta's giant market, put your dollar on WAGA. A recent 12-month Pulse survey showed 22% of home listeners tune in WAGA . . . PLUS a majority of out-of-home listeners. With primary coverage over a million in 29 counties, and listeners in 109 counties, WAGA is your buy.

KEYL-TV

SAN ANTONIO

THREE networks, ONE station . . . KEYL-TV offers the high Hooper programs of CBS and ABC and DuMont to San Antonio's 119,380 buying households. The third largest city in the first largest state, San Antonio is the pick of wise advertisers who want their products carried home.

WJBK-TV

DETROIT

Most Detroiters keep their dials set to WJBK-TV because top TV shows are normal for this popular CBS and DuMont outlet. It's a best buy for advertisers with an eye on this rich 102 million dollar Detroit retail market.

WAGA-TV

ATLANTA

Booming retail sales in Atlanta make WAGA-TV a best buy for advertisers who want results. With retail sales increased over *6 times* their 1940 total, WAGA-TV offers you a top sales opportunity in a fast growing market.

WSPD-TV

TOLEDO

Toledo's only television outlet, WSPD-TV covers the third largest of the eight major Ohio retail markets. Affiliated with all networks, this popular station is the effective way of reaching Toledo's 438,000,000 retail dollars.

Does your product need a climate that's hot . . . or cold? Should the market be urban or rural . . . large or small? Whichever it is there's a top-value STORER STATION to sell your product successfully! In broadcasting—and telecasting too—wide-awake programming and friendly service have built enthusiastic audiences. So put your product on STORER STATIONS . . . stations where wise buyers hear what wise sellers have to say.

STORER BROADCASTING COMPANY

WSPD, Toledo, O. • **WWVA**, Wheeling, W. Va. • **WMMN**, Fairmont, W. Va. • **WAGA**, Atlanta, Ga.
WGBS, Miami, Fla. • **WJBK**, Detroit, Mich. • **WSAI**, Cincinnati, O.
WSPD-TV, Toledo, O. • **WJBK-TV**, Detroit, Mich. • **WAGA-TV**, Atlanta, Ga. • **KEYL-TV**, San Antonio, Tex.

NATIONAL SALES HEADQUARTERS:
488 Madison Ave., New York 22, ELdorado 5-2455 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

editorial

Hollywood's New Look

A VISIT to the West Coast demolishes any notion that Hollywood is giving up the ghost in program originations. Television is Hollywood's No. 1 business. Just about every other establishment seems to have relationship to TV. The newspapers in Los Angeles are loaded with TV news.

Last week CBS dedicated its new Television City project involving an estimated $12 million initial investment. It was a year-and-a-half in construction. A few weeks earlier NBC dedicated its new TV plant—rushed to completion in about six months. Both networks have diverted their mid-town Hollywood studios to radio production exclusively.

Each of these new plants is simply the first installment. Provision has been made for six- or eight-fold studio expansion. The CBS plant is now about double the size of NBC's. But NBC has 50 acres in which to expand. And CBS has optioned the Gilmore baseball stadium, immediately adjacent to its new Gargantuan structure—in essence, a movie lot tailored to television's requirements. It is almost beyond description.

ABC's plant—the former Vitagraph lot—will undergo modernization and further expansion when that network is fused with United Paramount Theatres, now confidently expected in view of the Resnick initial decision to the FCC recommending approval. Mutual has its own elaborate studios through its Don Lee Network division. And DuMont has its essential production capacity through its affiliate, KTTV (TV).

Hollywood, it is evident, is in television production for keeps. But it is broadcaster-controlled production—not motion picture. These developments connote confidence not only in the broadcast media, but in the stability of our national economy.

Yet it shouldn't be all New York and Hollywood. More and more new facilities, with capacity for program originations, both network and recorded, are being built. They're now in San Francisco, Philadelphia, Chicago, Baltimore, Washington and Miami. Considerable talent is developed in the so-called non-originating centers. With modern relay facilities and adequate production capacity, there's no reason why more programs should not be originated at such points. In radio, virtually everything but Hollywood and New York were written off early. There are great opportunities for diversification ahead in both TV and radio.

Not For Granted

LAST WEEK this journal published an advertisement that featured a George Price cartoon of an eager performer flying, unassisted, above the desk of a bored booking agent who yawned: "Bird imitations . . . that's all you can do?"

The copy beneath said: "Oddly enough, some people take extraordinary things for granted. Like radio, for instance. Today radio entertains, informs and sells more people in more places at lower cost than any other medium in the entire history of advertising."

This was the last in a series of three ads which were prepared and placed by the advertising committee of Broadcast Advertising Bureau in the *New York Times, New York Herald-Tribune, Chicago Tribune, Wall Street Journal* and a number of trade publications. They also were placed in an unknown but presumably substantial number of other newspapers by more than 100 stations which ordered mats from BAB.

A couple of months ago, when the first ad in the series appeared, a few broadcasters complained that BAB should not be spending money in newspapers when it had at its command the facilities of radio. It seems to us that these complaints were not well reasoned.

In the big sell-radio drive it has conducted this year, BAB has used the facilities of radio to good advantage. Its entire membership plus some 450 non-member stations have been provided with both transcribed spots and scripts for live delivery which carry out the same themes of the newspaper ads. The newspaper campaign was only part of the total effort and as such was entirely justified.

Louis Hausman, CBS Radio administrative vice president who directed the production and placement of the campaign, his committee and the management of BAB deserve the thanks of broadcasters for doing a splendid job on a budget which can only be described as meager, at least in comparison with the resources that the rival Bureau of Advertising of the American Newspaper Publishers Assn. can draw upon.

As the last ad of the BAB series said, some people take extraordinary things for granted. We hope this won't be so in the case of the BAB campaign.

The Labor Lesson

LABOR was taught a lesson in the elections. The question now is whether that lesson was learned—not only by labor, but by management.

The lesson taught was that there is no bloc-labor vote. In the sanctity of the voting booth, the working man couldn't be checked-off, or strong-armed. The citizen thinks for himself under such circumstances.

The Eisenhower Administration, because of the all-out campaign of labor for the opposition, isn't beholden to labor leadership. Thus, it's presumed that in making his appointments to Federal labor posts, the incoming President will see to it that both sides—labor and management—get a fair shake. Heretofore, there's little question that boards and panels have been weighted heavily in favor of labor.

In the broadcast field, labor has become a constantly worsening problem. In television, now gradually spreading its wings to nation-wide proportions, there are several score unions jockeying for recognition. These unions hit the big markets first, but they are now permeating the secondaries. Strikes have been called on slightest provocation, and employers have scared easily because of uncertainty about their fate before Washington tribunals. Today union is pitted against union, with the broadcast media caught in the riptide.

No owner or operator should be so brash as to hope that the pendulum will swing all the way back to the pre-New Deal era. It won't. The new administration will not be anti-labor. It will be middle-of-the-road. And that should mean that those mutual benefits derived both by management and labor will be retained.

It would be unfortunate if ownership and management construed the Eisenhower sweep as a repudiation of labor unions. It wasn't that. But it was very definitely an overwhelming defeat for those who would have labor control government.

It means that the likes of James C. Petrillo won't be wielding the baton on the White House steps during the next four years.

our respects to:

STANLEY GERALD BREYER

A LITTLE over two years ago, the broadcast advertising world was jolted by an earthquake that originated in a city famed for its tremors in the past.

The quake took the form of a paid advertisement inserted in BROADCASTING • TELECASTING by Stanley G. Breyer, sales manager of KJBS San Francisco. In this advertisement Mr. Breyer called attention to the confusion in audience rating services and he proposed a showdown.

This brief gesture proved to be the quake that was felt around the media world. Advertisers, agency executives, media people, research specialists—all responded quickly to the commercial temblor. The excitement hasn't yet subsided, but the early roars have now taken the form of quiet and orderly studies into the whys, ifs, wherefores and what-do-you-knows of radio and television audience measurements.

The job had to be done by someone. Stanley Breyer isn't the extrovertish type who hunts for spotlights and headlines, but he saw a situation that needed to be corrected and did something about it. Two years later, at an NARTB district meeting, he set off another tremor of a less spectacular sort by proposing that broadcasters sign an anti-rate cutting memorandum assuring timebuyers that all are paying the same rates for the same schedule.

In both cases the remedies for obviously difficult situations were relatively simple. For the research confusion he proposed practical field studies designed to reveal true values of each technique, with the hope that a satisfactory common denominator might develop. For the rate-cutting epidemic he suggested a simple pledge to treat all customers alike.

Around San Francisco Mr. Breyer has quite a reputation as a salesman. Here again his technique is simple—a combination of patience, efficiency and energy. He sets a pace that sales and office personnel often find too swift for regular purposes but no one has yet been able to prove that the less dynamic among them resort to dexadrine by day and sedatives by night.

In any case, Mr. Breyer's enthusiasm is felt all around the office, which consumes a minimum of nine hours out of his normal day. In a prominent niche of the KJBS headquarters is a large and heavily-loaded file cabinet devoted to the mass of unsolicited correspondence that grew out of his proposal to settle the research confusion. The letters came from all parts of the nation and from major figures

(Continued on page 68)

OUR 30th ANNIVERSARY YEAR

Right Combination

Engineering Perfection, Adequate Power and Quality Programming make the right combination that continues to build prestige for WREC—Memphis No. 1 Station. It means listener-confidence that clicks for advertisers, year after year. Today, the audience is greater than ever before and the cost is 10.1% LESS per thousand listeners than in 1946.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY • AFFILIATED WITH CBS, 600 KC, 5000 WATTS

Advertisement

From where I sit *by* Joe Marsh

Going . . . Going . . . Almost Gone

Granny Robinson put on quite a show the other night at the White Elephant auction at the Women's Club.

Towards the end of the evening, she had the ladies battling for anything she put up. "What am I bid for this woman's lovely black coat here—good as new? Who'll say ten dollars?" she asked.

Granny held the coat up, and commenced describing the lining, sleeves, buttons—really "selling hard." Then, suddenly, she took a *close* look and blurted out "Land sakes, no more bidding please—this is *my* coat!"

From where I sit, what almost happened to Granny was good for a laugh, but sometimes when people "get carried away" with their own talk it's not so funny. I prefer a glass of temperate beer while listening to my favorite radio program—you may like soda pop—or cider. I suggest we hold on to our personal opinions—and believe in them—but take a good close look at them before we try to "sell" them to our neighbor!

Joe Marsh

Copyright, 1952, United States Brewers Foundation

front office

WALBERG BROWN, vice president-general manager, WDOK Cleveland, has resigned. He will retain financial interest and directorship there.

CECIL GREEN, general manager, WHKK Akron, Ohio, appointed manager of WATG Ashland, Ohio.

FRED I. GEIGER, commercial manager, WAGE Syracuse, N. Y., to WSYR-TV Syracuse, as sales manager.

Mr. Geiger

CY KAPLAN, midwest sales executive, World Broadcasting System, to WONS Hartford, Conn., as sales manager.

DON R. HARRINGTON, publisher, *Monterey Park Californian*, to KBIG Avalon, Calif., as account executive for Long Beach, Orange County and San Diego areas, with headquarters in Long Beach. He succeeds CARL HILL, resigned.

PAUL KEEFE, program director, WOTW-AM-FM Nashua, N. H., promoted to station and program manager.

JOHN T. WILLIAMS, western sales representative, NBC-TV, named western sales manager with headquarters in Hollywood. He succeeds FRANK A. BEREND, currently being reassigned within network.

RICHARD CHALMERS, WICC Bridgeport, Conn., sales representative, appointed local sales manager, succeeding MANNING SLATER, who will devote full time to commercial end of station's TV operation.

WALTER C. LINDLEY Jr., retail advertising department, *Chicago Tribune*, to WGN Chicago sales staff.

MILTON R. BENJAMIN resigns as general sales manager of Jewel Radio Corp., Newark, effective Dec. 31.

JOHN H. D'AIUTOLO, WOR-TV New York sales staff, to the O. L. Taylor Co., N. Y., as sales representative.

ALFRED LARSON, recently discharged from U. S. Navy, returns to WDRC Hartford, Conn., as sales representative.

HERBERT W. HOBLER, NBC-TV sales, to CBS Television Network Sales, as account executive.

Personals . . .

WILLIAM S. PALEY, chairman of the board, CBS Inc., will be awarded Poor Richard Club's Gold Medal of Achievement for 1953 at organization's annual banquet, Jan. 17 in Phila.

CARL DOZER, sales manager, WCAE Pittsburgh, Pa., elected chief barker, Variety Club Tent No. 1 in that city.

JOHN C. PEFFER, general operations manager, WTAR-AM-FM-TV Norfolk, Va., and SUZANNE ARNOUX daughter of CAMPBELL ARNOUX president of the stations, were married Nov. 7 . . . SY WHITELAW, KCBS San Francisco sales executive, father of twins, John and Alison, Nov. 1 . . . MORTIMER HALL, president, KLAC-AM-TV Hollywood, father of boy, Richard Roman, Nov. 12. Mother is RUTH ROMAN, film star.

BMI-VA CONTEST
Announced Song Judges

ROBERT SOUR, composer and assistant vice president of BMI in charge of publisher relations, will be one of 11 judges in a song-writing contest for patients in Veterans Administration hospitals.

Contest is being conducted by a music publisher group with BMI and in cooperation with VA's Special Services branch. First 25 prize winners also will receive U. S. Savings Bonds.

Other judges are Jimmy Hilliard, Decca Records; Mitch Miller, Columbia Records; Milton Gabler, Coral Records; Hugo Winterhalter, RCA-Victor; Ralph Flanagan, orchestra leader; Bernie Wayne, song-writer; Arnold Shaw, Duchess Music Co.; June Valli, songstress; Hal Webman, *Downbeat* magazine; Joesph Csida, *The Billboard* magazine.

XUM

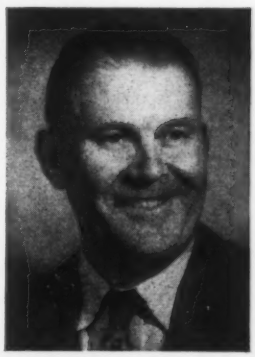
Ace newscasters praise AP NEWS

"WKRC Newscasts are #1 preference in Cincinnati"

Tom McCarthy,
News Director,
WKRC,
Cincinnati, O.

"My AP newscasts have enjoyed top Hooper ratings for years. One of our sponsors, Farm and Home Center, says its 6 AP newscasts per week over WKRC are an important factor in both its city and rural advertising. It says AP news is as vital as electricity on a farm."

"AP enables me to speak with confidence and authority"



Dee D. Denver, Jr.,
Newscaster,
KFEQ,
St. Joseph, Mo.

"AP news is definitely a prestige program because it is accurate, factual and fast. I use AP news every morning to sell M.F.A. Feeds to farmers on behalf of The Missouri Farmers Association. Mr. A. J. Loutch, Manager of the M.F.A. Cooperative Grain and Feed Company, tells me that his customers praise these AP newscasts as a real service to the farm area, and that AP is a permanent part of his advertising program. Revenuewise, AP news does the job for KFEQ and all its sponsors."

For full information on how you can put Associated Press news to work for you and your sponsors, contact your AP Field Representative or write

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N. Y.

Hundreds of the country's finest stations announce with pride
"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."

No! No!

It's all in the

BROADCASTING Yearbook

You don't need the T square, graphs, slide rule, geiger counter or a seismograph to find out all the information you want to know about the business of broadcasting.

You'll find it all in the 1953 BROADCASTING Yearbook.*

Enter your reservation today. Single copies $5.00. $11.00 for complete subscription, including weekly issues of BROADCASTING TELECASTING, and the 1953 TELECASTING Yearbook.*

* Publication dates: BROADCASTING Yearbook, mid-January; TELECASTING Yearbook, mid-February.

BROADCASTING • TELECASTING
National Press Building
Washington 4, D. C.

Here's my reservation for the 1953 Yearbooks and enter my subscription to BROADCASTING • TELECASTING with the next issue:

☐ $11 encl ☐ Bill

Name

Firm

Street

City Zone

State

1953 BROADCASTING Yearbook

air-casters

WILLIAM NEILSON, production manager, KING-TV Seattle, to KHQ-TV Spokane, as program director.

LESLIE GORALL, director at ABC, New York, to WDSU-TV New Orleans, as TV director. **HUBIE WEISS,** producer-director at latter station, promoted to TV program director.

JACK E. DOUGLAS, program director, WTVB Coldwater, Mich., to WFIN Findlay, Ohio, in same capacity, replacing **ALLEN P. DUDLEY,** now promotion and public service manager, Findlay Pub. Co., licensee of station.

DON HINE, production administrator, KNXT (TV) Hollywood, appointed program manager. **BOB ADAMS,** assistant to station's program director, promoted to executive producer.

LUCIAN DAVIS, associate director, KNX Hollywood, shifts to CBS Radio, that city, as production coordinator.

JACK O'MARA, partner, John I. Edwards & Assoc., Hollywood, to KTTV (TV) that city, as director of merchandising and promotion.

COLEMAN PATTERSON, staff announcer, WPTF Raleigh, N. C., recalled to active duty with Air Force. **ROBERT L. WILLIAMS,** transcription clerk there, has enlisted in same service.

JACK SNYDER, KYOU Greeley, Col., to KTRB Modesto, Calif.

MIKE McDOUGALD, WSB Atlanta announcer, inducted into U. S. Army and is stationed at Fort Jackson, S. C.

LES TREMAYNE, Hollywood radio actor, elected president of Hollywood Actors Council. **PAUL FIERRO,** TV actor, is vice president; **CAROLE RICHARDS,** radio singer, secretary, and **BUDDY EBSEN,** movie-TV actor, treasurer.

RALPH MENARD, KRXL Roseburg, Ore., to announcing staff, KCBQ San Diego.

MAX LEIB named musical director, WJR Detroit.

IVOR McLAREN to WTMJ-TV Milwaukee, as producer-director.

JACK KENASTON, advertising and promotion manager, KTTV (TV) Hollywood, to KNBH (TV) that city, in same capacity.

TOM ROGSTAD, KING-TV Seattle producer, promoted to production manager.

VIC PERRIN, Hollywood radio-TV actor, assigned role in Paramount Pictures feature film, "Forever Female."

CONNIE RUSSELL, New York TV singer, assigned role in Columbia Pictures feature film, "Here Comes the Showboat."

JOE ROCKHOLD, farm director, WHIO-TV Dayton, presented with Outstanding Achievement Award by executive committee of Ohio Safety Council for promotion of fire safety on his program, *The Farmer's Guide.*

ERNIE LEE, entertainer, WLW Cincinnati, to WHIO-AM-TV Dayton, for daily simulcast in that city.

BARBARA MARGOLIN to advertising and promotion staff at NBC Chicago, as writer.

ED SMITH, announcer-engineer, KULE Ephrata, Wash., and more recently discharged from Armed Forces, to KLWN Lawrence, Kan., as announcer-engineer.

NEAL VAN ELLS, program manager, WLWD (TV) Dayton, and **PHYLLIS McGUIRE,** former vocalist on station's *Coffee Club* show, were married Sept. 27.

EDWIN BAILEY, director, NBC radio *Truth or Consequences,* father of boy, Nov. 13.

JACK CLARK, announcer, KCBS San Francisco and **BARBARA McKNIGHT CLARK,** formerly of station's program department, parents of boy, Leslie, Nov. 2.

News . . .

FRANK BARTON, assistant news editor at WBBM Chicago, named features editor. **TOM KOCH** appointed assistant to news editor, **JULIAN BENTLEY.**

JOSEPH KRAMER, KFH Wichita, Kan., to KRES St. Joseph, Mo., as head of news bureau. **BEN HUBBIRD,** KRUL Corvallis, Ore., and **FRANK SMITH,** KCLO Leavenworth, Kan., added to KRES news staff.

JOHN HALVORSON appointed news director, KCBQ San Diego.

DICK KEPLINGER, Seattle newscaster and free-lance radio personality, appointed chairman of city's 1953 March of Dimes campaign.

GEORGE BALL, WHLI Hempstead, L. I., director of public affairs, father of boy, Steven, Nov. 8. **GABE VIERA** of station's news department, father of girl, Pamela, Nov. 4.

LEN O'CONNOR, NBC-AM-TV Chicago newsman, father of boy, Nov. 6.

TOM WABER, announcer-newscaster, WXYZ-TV Detroit, father of boy, Oct. 28.

MORLEY TESTIMONY

Charges 'Blacklisting'

KAREN MORLEY, film actress, testified she is "blacklisted" on radio, TV and movies at a hearing a fortnight ago before the House Committee on Un-American Activities.

Miss Morley refused under oath to tell the committee whether she is now or ever has been a Communist party member. She was accompanied by her attorney, former Rep. Vito Marcantonio. For many years she has spoken in favor of using radio, TV and films to strengthen labor unions, she told the committee. Abe Burrows, TV actor, told the committee he had attended parties given by hosts who turned out to be Communists but said he had never joined the Communist party.

IOWA U. MEET

Radio Ads Emphasized

RADIO rather than television received all the attention at the recent advertising conference sponsored for the first time by the U. of Iowa at Iowa City.

Planned by the School of Journalism, the College of Commerce Marketing Dept. and the Extension Div., the three-day seminar early this month featured Arthur M. Barnes, journalism professor, as chairman of the radio advertising section.

Key speakers were Edward Breen, president, Iowa Broadcasters Assn., and W. J. Teich, general manager, KOEL Oelwein. Mr. Breen sees an "exciting, lively and adventurous future" for radio, with its flexibility and change. Modern radio, he said, should contain ad lib elements and should handle hot issues, sell spot rather than programs and shape the local station to the home town commentator. He recommended a combination of community soap box, sports station and juke box.

Speaking on press freedom for broadcast media as well as newspapers, Mr. Breen called for "a crusade to open courts, legislative bodies and hearings in order to bring the processes of government back to the people." Newspapers, he said, have become "fat and lazy in their acceptance of handouts (publicity releases)."

Editing Option

"Radio should have as much right to edit tape recordings of meetings as a newspaper has to edit its stories," he asserted.

Mr. Breen, discussing the whys and hows of retailers' use of radio, emphasized that "radio cannot be overlooked, especially if you seek a mass market." Recommending use of all media, he said ARBI studies have shown "the retailer who puts all of his eggs in one basket is losing customers."

Allan Peterson, advertising director for A. W. Peterson Furniture Co., Cedar Rapids, outlined his company's successful use of radio. In the past seven years, he said, store volume has increased fivefold.

More than 6,500 persons attended a recent remodeling sale after radio spots were aired. He recommended retailers inaugurate a feature-of-the-month campaign, similar to the plan used by Peterson in which the firm sets up model rooms featuring one item each month.

Panelists included Claire E. Grant, sales manager, KCBC Des Moines, "We Got This Way by Accident"; William B. Quarton, general manager, WMT Cedar Rapids, "What's Happening Between Networks and Stations," and Hugh R. Norman, president, KSTT Davenport, "TV Competition: Its Effect on Radio."

Presenting

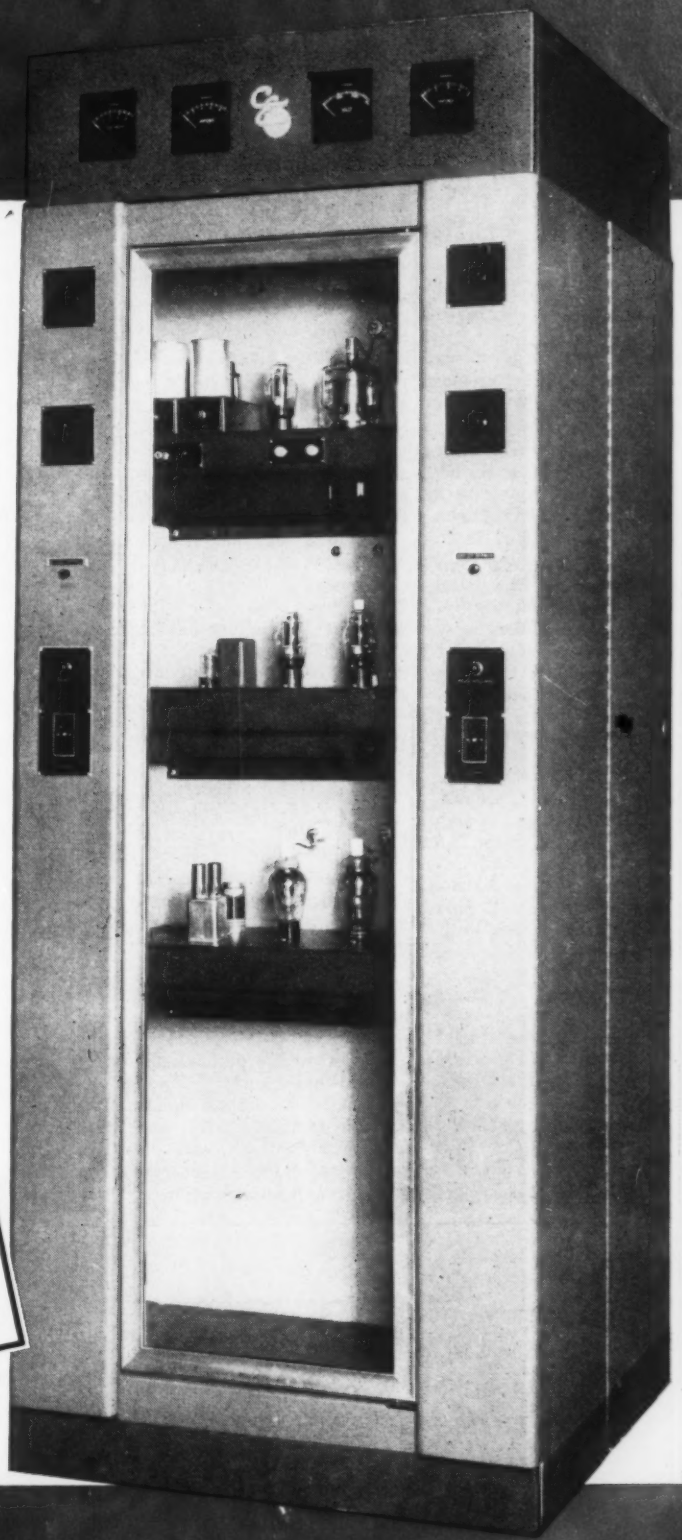
THE NEW

Continental

TYPE 312

250

WATT TRANSMITTER



The CONTINENTAL Type 312 is a 250 watt AM Transmitter in which the design is entirely new and different. Extreme simplification of circuitry with unexcelled performance are its most important features. Extremely low values of both RMS and Inter-modulation distortion are obtainable.

Only two RF stages following the crystal oscillator are utilized. The first of these is fixed tuned for the entire broadcast range of 540 to 1600 KC and the output stage has only one control to cover the entire range. The transmitter has one other control – the output loading control. Since tetrode type tubes are used, the necessity for neutralizing circuits is eliminated.

The Type 312 Transmitter is contained in one of CONTINENTAL'S new, all aluminum cabinets. This cabinet is of special unified, frameless design and incorporates the well-known Transview styling together with functional features that afford maximum accessibility, shielding and circulation of cooling air.

Graybar QUALITY SINCE 1869 *REG U.S PAT OFF. *Distributed by* *Graybar* ELECTRIC COMPANY

IN OVER 100 PRINCIPAL CITIES

Continental Electronics

MANUFACTURING COMPANY

4212 S. BUCKNER BLVD. DALLAS 10, TEXAS PHONE EVergreen 1137

VOICE SCRUTINY

New Developments May Encourage

THE VOICE of America and other foreign broadcast activities of the U. S. came in for close scrutiny by Congressional investigators last week, with the prospect of far-reaching reforms in the entire overseas information setup.

Implicit in a new Senate Foreign Relations subcommittee staff report and discussions by its members with top government authorities is sentiment for overhauling the shortwave radio arm.

Significant points made by the staff were in suggestions that the Voice might perform more effectively if:

(1) It were completely divorced from the State Dept. and operated independently, and

(2) Overseas broadcasts "concentrating on and perfecting one type of program," say, newscasts.

The subcommittee staff did not deprecate Voice operation as such but took a different approach: It lauded BBC's success, saying that as an example "it [BBC] might be worth while to follow."

"It is clear . . . that, although the external services of the BBC are subject to general policy guidance by the Foreign Office, they are considerably more independent of Foreign Office control than the Voice of America is of State Dept. regulation," according to the report.

Second Report

A second report traced the background of foreign information programs operated by the Dept. of Defense, Mutual Security Administration, the Psychological Strategy Board and the State Dept. This report made no recommendation.

A significant disclaimer prefaced each report, however under the signature of Chairman J. William Fulbright (D-Ark.). He characterized it as a "background study" and noted "it does not represent the views of members of the subcommittee."

The reports were released in connection with the opening Thursday of closed-door discussions between subcommittee members and key government authorities on their respective foreign information activities. The briefings were described as exploratory, with subcommittee members slated to inspect programs abroad and, finally, to hold extensive open hearings next January in the 83d Congress. State Dept. officials were to appear last Friday.

Programs Being Studied

Spadework was done by the group last summer on the basis of a resolution (S Res 74) co-authored by Sens. William Benton (D-Conn.) and Alexander Wiley (R-Wis.), also members of the bi-partisan subcommittee. Headed by Sen. Fulbright, group is studying the effectiveness of the programs to eliminate any overlap in functions. Chairman Fulbright leaves for Europe Nov. 29; other members will visit different areas. These include Sens. Guy Gillette (D-Iowa), Bourke Hickenlooper (R-Iowa) and Karl Mundt (R-S. D.).

These developments, particularly those affecting the Voice, were dramatically pointed up by the selection of John Foster Dulles as Secretary of State, subject to Senate confirmation next January. Mr. Dulles' views on international radio coincide in the main with those of President-elect Eisenhower, who has favored a strengthened international information and psychological warfare operation.

Gen. Eisenhower is on record for an intensified program, including possibility of independent status for VOA, or for perhaps a broader general headquarters type of organization encompassing features of the wartime OWI and OSS. VOA now functions semi-autonomously under the International Information Administration.

THE LATEST WCKY STORY

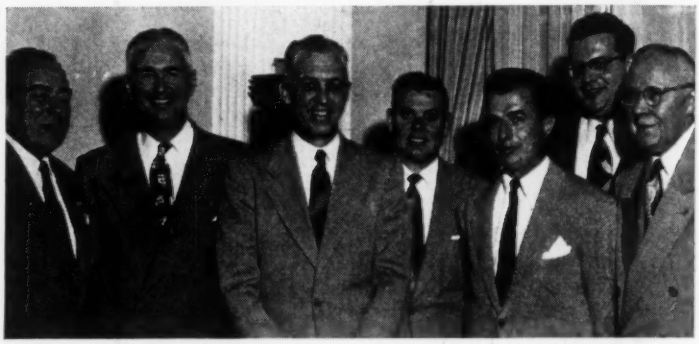
THE "SELLINGEST" STATION IN THE NATION

WCKY'S THE STATION PROGRAMMED TO SELL

A Small Investment on WCKY will net you Tremendous Dividends In *Sales*

WCKY CINCINNATI

INITIAL PLANS for heavy-equipment exhibit at the NARTB Convention at Los Angeles' Biltmore Hotel next April 28-May 1 were made at a meeting of NARTB officials and exhibitor members in New York Nov. 13 [B•T, Nov. 17]. Seated (l to r): Clair R. McCollough, Steinman Stations, convention committee chairman; NARTB President Harold E. Fellows; F. R. MacFarland, AT&T. Standing: Lewis Newman, Daven Co.; John Taylor, RCA; V. A. Droser, AT&T; R. Bach, Federal Telecommunications Labs.; Arthur Stringer, NARB consultant and exposition director.



FIVE exhibitor members and one "alumnus" are shown with NARTB Secretary-Treasurer C. E. Arney Jr. (extreme right). Former member is R. B. Russell, Western Electric (left). Others, l to r: J. W. La Marque, Graybar Electric Co.; W. O. Hadlock, RCA; M. E. Fearis, Caterpillar Tractor Co.; J. H. Hickerson, Federal Telecommunications Labs.; Frank Newman, Allen B. DuMont Labs.

IN THIS group of exhibitors at the meeting are, l to r: Seated, George Gill, Kliegl Bros., and Alice Heinecke, SESAC; standing, Hy Reiter, BMI; Robert Stone, SESAC; G. I. Jones, Graybar; Jim Myers, SESAC; Larry Cervone, Gates Radio Co.; E. S. Gagnon, Collins Radio Co.; Bob Lamons, Andrew Corp. BMI and SESAC, not in heavy equipment field, were represented because they use open space in heavy-equipment section.

CONTROLS LIFT

On Metals by April 1 Studied

PLAN for removal of allocation controls over steel, copper and aluminum—all vital in station construction and radio-TV set production—will be studied by the government this week.

If it goes into effect by April 1, as suggested by a Steel Industry Advisory Committee which drafted the proposal, controls would be lifted on these materials for all civilian output.

It would mean an end to restrictions on station projects, including new TV station grantees, as well as set manufacturers.

The proposal will be studied today (Monday) by officials of the National Production Authority, Defense Production Administration and the government's Production Policy Committee. It involves the NPA-DPA Controlled Materials Plan under which applicants obtain certain quotas. DPA authorities see July 1 as the date for removing consumer goods restrictions.

The plan recommends immediate steps to decontrol steel by April 1 on all but military and atomic energy products. Provision would be retained to reimpose controls if necessary with certain inventory restrictions on steel until July 1.

Steel group noted "there is no shortage of consumer durable goods notwithstanding a 54-day steel strike and many consumer goods are in more than adequate supply."

Broadcasters currently are able to self-authorize 25 tons of steel per quarter per project on minor construction. They have been able to obtain steel on building already underway, although most new major construction has been halted until the first of the year because of the steel setback.

Fate of allocations from a legal viewpoint will rest on action by the 83d Congress on the Defense Production Act, which expires April 30, unless extended.

AFTRA Strike Vote

AMERICAN Federation of Television and Radio Artists (AFTRA) received strike authorization by unanimous vote at a meeting in New York Monday in connection with negotiations now in progress with the networks on television and radio contracts. A vote also will be taken in Los Angeles today (Monday) and in Chicago later this week. An AFTRA spokesman said that present contracts have been extended until Nov. 30 by mutual consent. The union has been seeking a basic 20% overall increase in pay.

TOTAL of 23 new accounts and renewals has been reported by Storecast Corp. of America which features "Music to Buy By" in super-markets.

OLSON Travel Organization renews its sponsorship of the *Norman Ross Hour* show, Saturday mornings on WMAQ (NBC) Chicago. Seated, (l to r) Rudi Neubauer, station sales manager; Harry Olson, company president, and Mr. Ross; standing, Richard Faulkner, WMAQ salesman; Harvey Mason, Olson vice president; Frank Carney, midwest manager, Lissone-Lindeman, U. S. agency.

WEEB CARRIES ON

Despite Denial of STA

DESPITE the FCC's denial of a special temporary authorization for WEEB Southern Pines, N. C., to cover election-night returns, the 1 kw, daytime-only station threw into motion pre-arranged plans to cover the election even though it did not take the air, according to Jack Younts, general manager.

The WEEB building on the main street of Southern Pines was brightly lighted, with police barricading the street to provide benches for listeners, while network service returns were piped through loudspeakers in front of the building.

The station's mobile unit, equipped with a police transmitter and receiver, cruised the county during election day, interviewing persons at the 17 precincts. It also cooperated election night with police in radioing returns from the large area surrounding Southern Pines. All WEEB personnel were on duty until early morning and WEEB studio facilities were made available to the AP and UP. Teletype service was displayed for spectators.

FCC's letter denying WEEB's requested STA was draped in black crepe and placed next to the board showing Presidential returns, Mr. Younts said.

RCA Thesaurus Series

RCA's Thesaurus is issuing to subscriber stations a new series of military and patriotic music by the U. S. Army Band that can be used in conjunction with recruiting announcements. Series can be programmed as a quarter-hour of military band music and can be integrated with other Thesaurus productions, according to RCA Recorded Program Services.

SCBA Meets Jan. 9-10

SOUTH CAROLINA Broadcasters Assn. annual meeting will be held at the Francis Marion Hotel, Charleston, Jan. 9-10, T. Doug Youngblood, WFIG Sumter, SCBA secretary-treasurer, has announced. Wallace Martin, WMSC Columbia, is program chairman, and reservations may be made by contacting J. Oliver Riley, manager of the Francis Marion Hotel.

HATCH ACT

Weeks Favors Amendment

TWO major political parties spent between $40 million and $50 million for political purposes during the 1952 campaign, it was estimated last week by Sinclair Weeks, chairman of the GOP National Finance Committee.

Noting the increased cost of campaigning because of television and the devalued dollar, Mr. Weeks felt the 1940 Hatch Act should be amended. He said he personally plans to recommend legislation raising the $3 million ceiling on campaign expenditures by the major political parties. His campaign estimate covers all levels—federal, state and local.

The Senate Privileges & Elections Subcommittee is currently studying campaign data with the intent of revising the Hatch Act during the 83d Congress. Hearings are indicated. It is gathering figures from radio-TV broadcasters, newspapers and political groups in its study. Broadcasters were to return questionnaires by today (Monday).

The Republican and Democratic national organization, comprising key committees, spent about $3.5 million on network-spot radio and TV broadcasting alone during the campaign, with unknown thousands of dollars committed for Congressional, Senatorial, Gubernatorial and city campaigns [B•T, Nov. 10].

HAYTER NAMED
To McCann-Erickson Post

EVAN H. HAYTER, marketing and advertising manager of Goodyear Tire & Rubber Co. of Canada Ltd., will manage the new offices McCann-Erickson will open in Canada, Marion Harper Jr., president, announced last week. The first office opens in Toronto Dec. 1, the second in Montreal in the immediate future.

Accounts to be served immediately in Canada are Shadow Wave Div., Pepsodent Co. of Canada Ltd., and American Safety Razor of Canada Ltd.

Sarnoff Group

MEMBERSHIP of the Citizens Advisory Committee on Manpower Utilization in the Armed Services, headed by Brig. Gen. David Sarnoff, RCA board chairman, was rounded out last Monday with two new appointments. C. R. Smith, president of American Airlines Inc., and Lewis L. Strauss, consultant and financial advisor, were named by Secretary of Defense Robert A. Lovett. Created to study economical and effective use of military manpower, the commission will hold its first meeting tomorrow (Tuesday).

ARMED Forces Radio Service, Hollywood, has released special transcribed half-hour program, *The AFRS Story*, for general distribution. Robert Vinson is writer and Will Scott, producer.

allied arts

VICE ADM. EDWARD L. COCHRANE, U.S.N. (Ret.), dean of school of Engineering at Massachusetts Institute of Technology elected a director of Raytheon Mfg. Co., Waltham, Mass.

E. TERRY SOUTHARD, Columbia Records Inc. division manager for New England and Middle Atlantic territories, named national sales manager, effective Dec. 1.

JOHN B. OTTMAN, advertising manager, Stewart-Warner's Electric Div., to Admiral Corp., Chicago, as radio-TV sales promotion manager.

EDWIN CORNFIELD to sales staff, Adolph L. Gross Assoc., N. Y. (manufacturers representative firm).

JOHN S. SPEER II appointed sales manager of Speer resistor div. and Jeffers electronics div., Speer Carbon Co., St. Marys, Pa.

MICKEY FREEMAN, director of publicity-promotion, KLAC-AM-TV Hollywood, to Hoffman Radio Corp., L. A., as publicity manager.

BERT P. CAIN, appliance sales manager, ARD Distributing Co., St. Louis, appointed zone manager for radio-TV sales in St. Louis area for Crosley Div., Avco Mfg. Corp., Cincinnati.

LYLE YOUNGSTROM promoted to head of Washington, D. C., office of Carl Byoir & Assoc., national public relations firm, succeeding **WILLIAM WRIGHT** who transfers to Philco Corp., Phila., in executive capacity.

NATHAN TANENBAUM, New York attorney, appointed to head legal department of Ram Productions, radio program production and transcription firm. His office is at 1407 Broadway, N. Y.

ROBERT C. UPTON, vice president of Whirlpool Corp., St. Joseph, Mich., elected to board, filling vacancy created by death of his father, **LOUIS C. UPTON.**

JACK SIEGRIST, advertising and sales promotion manager, Admiral Corp., N. Y., to Motorola Inc., as advertising manager. **ROBERT VAN BRUNDT** appointed assistant advertising manager in charge of retail cooperative advertising. **ARTHUR TIMMERMAN** named copy chief.

JERRY ROSENTHAL, radio-TV department, William Morris Agency, Beverly Hills, to Lou Irwin Inc., Hollywood (talent agency), in same capacity.

HERMAN NORWOOD Jr. and **A. F. SCHONEFELD Jr.** appointed field engineers with instrumentation div., Audio & Video Products Corp., N. Y.

L. F. HICKERNELL, chief engineer, Anaconda Wire & Cable Co., Hastings-on-Hudson, N. Y., elected to board of directors of American Institute of Electrical Engineers, replacing **W. J. BARRETT** who was elected treasurer. **N. S. HIBSHAM,** former treasurer, is now assistant secretary.

CHARLES J. CAREY, producer-director, WCAU-TV Philadelphia, to Brown U., Providence, R. I., to produce half-hour educational series, *An Evening on College Hill*, on WJAR-TV Providence.

BOB WOLCOTT & Assoc., L. A. (public relations firm), moves to 631 S. Westmoreland Ave. Telephone is Dunkirk 5-1439.

PRESTOSEAL Mfg. Co. (Presto-Splicer, film-splicing device), has moved to larger quarters at 37-27 33rd St., Long Island City, N. Y.

FRED SHEVIN, radio-TV publicity, Columbia Pictures, Hollywood, father of boy, Nov. 14.

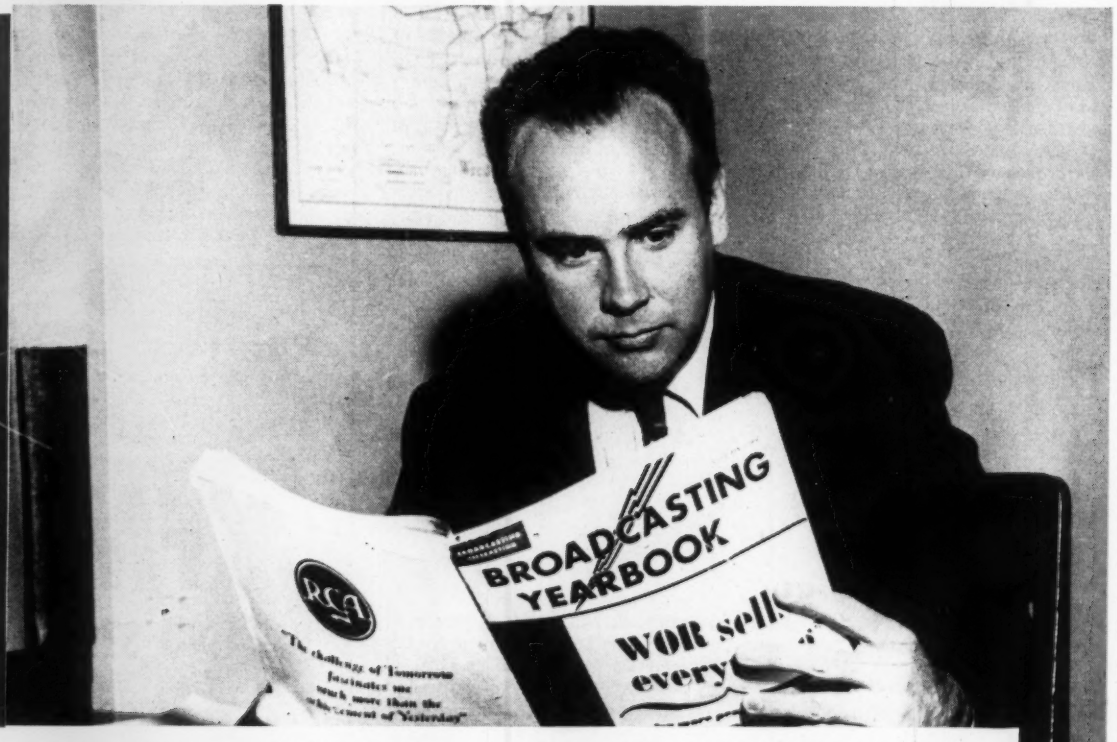
Equipment . . .

AMPEREX ELECTRONIC Corp., Hicksville, N. Y., announces production of new uhf and vhf twin tetrode known as 5894-A. Tube is designed for wide band operation and employs new type construction which enables it to withstand greater shock and vibration.

ENGINEERING PRODUCTS Dept., RCA Victor, Camden, N. J., announces availability of community Antenaplex converter system, designed to improve reception quality and operating economy of RCA Antenaplex systems by converting all vhf TV channels received above Ch. 6 to lower frequencies.

SUM of $10.2 billion was obligated by the Defense Dept. for electronics and other "hard goods" equipment during the first three months of fiscal 1953 (July through September). Most of the orders placed with private industry and military establishments were for Air Force needs. Congress provided $24.1 billion for all hard goods during the new fiscal year, and another $4 billion in military assistance funds for electronics and other procurement.

WHAT BETTER PLACE than here



to hit your point of purchase? Henry Clochessy, Compton Advertising, New York, is the top decision-maker who can't miss your advertisement if it's in the 1953 BROADCASTING YEARBOOK. *It works for you every working day of the year—the annual onetime shot campaign.*

RESERVE SPACE IN THE 1953 YEARBOOK TODAY! FINAL DEADLINE: DECEMBER 1.

COURT ENJOINS

Health Aids' Claims on Air

PRELIMINARY injunction has been granted by a federal court restraining National Health Aids Inc., Baltimore, from using certain advertising claims in radio and TV broadcasts.

The injunction was granted by the U. S. District Court for Maryland at the request of the Federal Trade Commission, which has charged that advertising claims for the company's NHA Complex are false. Sample TV scripts were part of the case record.

Among stations which carried the advertisements, according to the original complaint, were WMAR (TV) and WBAL-TV Baltimore, WTOP-TV and WTTG (TV) Washington and WJZ New York. Account is handled by Television Advertising Associates Inc., also Baltimore.

The court order enjoins dissemination of claims which represent that the product (1) will make one well and keep one well if used as directed, (2) is a competent or effective treatment for a variety of ailments (arthritis, rheumatism, etc.), (3) is of any value in treating diseases, disorders and symptoms and (4) must be used—or at least some dietary supplement should be used—to obtain vitamins, minerals and proteins for good health.

PR SOCIETY

Holds Meeting in D. C.

FIFTH annual conference of the Public Relations Society of America opened yesterday (Sunday) at the Statler Hotel, Washington, D. C. Sessions end Tuesday evening.

Board of directors meeting was scheduled Sunday, along with exhibits and a conference on development of PRSA chapters. The opening convention meeting this morning will include a panel on relationship of public relations and the social sciences. Ed Lipscomb, of National Cotton Council of America, will speak at today's luncheon as PRSA president.

Discussion of public relations' problems is scheduled in the afternoon. Robert Saudek, director of the Ford Foundation's TV-Radio Workshop, will take part.

Government public relations problems will be discussed at a Tuesday morning panel. Group meetings on specific problems are scheduled in the afternoon with the annual dinner to be held Tuesday evening.

L. A. Red Probe

HEARING on Communist activities in radio and TV, scheduled by House Un-American Activities subcommittee for Los Angeles last week, was postponed indefinitely. No indication was given when the committee will return. About 40 members of radio-TV industries in the area were under subpoena.

IDAHO MEET

Broadcasters Advised On Sports Restrictions

IDAHO broadcasters must pool their equipment for combined coverage of the 1953 state basketball tournament because state schools have voted to allow only one broadcasting unit at the scene, more than 70 members representing 20 of Idaho's 23 radio stations were told at the Idaho Broadcasters Assn.'s two-day convention which ended Nov. 15 at Pocatello.

Charles (Chic) Crabtree, KWIK Pocatello, chairman of IBA's sports broadcasting rights committee, said broadcasters will be allowed one set of equipment, one sportscaster and one color man at future tourneys, and that participating stations will share costs of line charges, equipment and salaries.

Mr. Fletcher

The first day of the Friday-Saturday sessions, held in Pocatello's Hotel Bannock, saw other talks on development of new personnel for radio, libel legislation and television, plus panels, a TV demonstration, a cocktail party and dinner. Saturday's program featured a sales panel, followed by sales discussions.

Henry H. Fletcher, KSEI Pocatello, was elected president, succeeding Earl J. Glade Jr., KDSH Boise, who remains on the board of directors.

Ed Hurt, KFXD Nampa, was elected vice president, and Florence Gardner, KFTI Twin Falls, re-elected secretary-treasurer. New board members are Milo Petersen, KGEM Boise; Dewain Silvester, KEEP Twin Falls, and Mr. Crabtree. Bert McAllister, KRPL Moscow, was re-elected to the board.

After a talk by Walter E. Wagstaff, KIDO Boise, on libel legislation, the IBA membership endorsed a bill for submission to the 1953 Idaho State Legislature which would eliminate liability for defamatory statements by stations carrying political broadcasts.

Liability Measure Endorsed

After his morning talk on libel, Mr. Wagstaff, as chairman of IBA's committee on NARTB Radio Standards of Practice, addressed members on "The Code for Radio," during the afternoon session. Carl L. Isaacson, radio director, Idaho State College, Pocatello, spoke during the morning on development of new personnel for radio.

The broadcasters became the state's first trade association to endorse the "Advertise Idaho Program," after its purpose was defined by William W. Shields, general manager, Hotel Bannock, Pocatello, who is chairman of the Advertise Idaho Committee. The group also endorsed a move to form an Idaho State Federation of Advertising after plans were advanced by R. C. Ostrander, vice president, Cline Advertising Service Inc., Boise.

Lunchtime panel, "Profitable TV Operation in Small Markets," saw participants answering questions, with Milo Petersen, KGEM Boise, as moderator. They included Messrs. Wagstaff and Hurt; C. N. (Rosie) Layne, KID Idaho Falls, and Frank C. McIntyre, KLIX Twin Falls.

Panelists agreed budgets for operating Idaho TV stations must be kept down to a start of $100,000 annually—some $40,000 less than one of the least expensive budgets now employed by a station—with a third to a fourth fewer personnel.

Mr. Layne said a TV station manager must prepare to lose money for the first few months of operation, and that 30-second spots in Idaho's biggest cities should sell for no more than $15 to $20.

Mr. McIntyre differed with Mr. Layne, saying he couldn't afford to lose money; he also estimated as "too high" the $15 to $20 spot price cited by Mr. Layne.

Most panelists, all applicants for TV, anticipated a five-hour daily TV schedule at first, with all local productions to be crude, low cost live shows. Mr. Hurt advised TV stations to cut costs by building their own TV equipment. Almost all were against use of expensive remote equipment for special events.

Mr. Wagstaff estimated Boise would have 15,000 TV sets within the first year and 40,000 within two years.

Other Friday afternoon talks were made by Don Thomas, KRLC Lewiston, on news and special events; Mr. Crabtree on lotteries, and R. J. Wright, KJRL Pocatello, on programming, with discussions following.

Halliday Guest Speaker

Eugene M. Halliday, KSL Salt Lake City, Utah, guest speaker at the Friday banquet, told broadcasters television is the best thing that ever happened to radio: "Television has shocked radio out of its lethargy. Radio is not on trial. It is still the greatest advertising medium in the world today."

A closed-circuit TV demonstration was presented by Idaho State College Television Dept.

The Saturday sales panel speakers and their subjects were: Hugh Shelley, KIDO Boise, "Barnum Was Wrong"; Mr. Silvester, "Program vs. Announcement Selling"; and Leonard Wasden, KID, "Merchandising—Its Benefits and Pitfalls."

NO ARGUMENT HERE . . .

WBNS has more listeners than all local stations combined!

All the neighbors listen in when WBNS is on the air. And you can't argue with these facts: WBNS has the top 20 rated programs . . . a combination of top CBS shows and local favorites. WBNS reaches a Billion-Dollar audience of almost 1¼ million, both urban and rural. WBNS is the neighbor other local stations try to keep up with.

ASK JOHN BLAIR

WBNS RADIO PLUS WELD-FM

POWER WBNS — 5,000 WELD-FM—53,000 COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

LBS Charges Denied

(Continued from page 28)

area within a 50-mile radius. Games could not be broadcast or telecast within 30 minutes before the start of a home game or within three and a half hours afterward in the case of a single game, five and a half when a doubleheader was played.

Ball clubs deny agreements then or now concerning broadcast regulations are "unlawful, unreasonable or in restraint of trade." Broadcast agreements effective now are the National League Broadcast Agreement, signed Dec. 10, 1951; Western Union Agreement, Jan. 1, 1943, and renewable each year, and the Major League Agreement on the Central Fund. Feb. 4, 1950, which involves World Series rights. Mutual Broadcasting System and Gillette Safety Razor Co. have purchased Series rights for the seasons 1951 through 1956. Liberty claims this contract excluded it from competition and challenged the right of the Commissioner and the baseball clubs to make such an agreement.

Liberty carried major and minor league games in the seasons of 1948 through 1951, under provisions of Major League Rule 1-D, since rescinded.

Violations Claimed

Several clubs claim contract violations by Liberty. National League's Boston Braves, for example, signed a contract with LBS in April 1952 for specific games, with LBS meeting certain financial and other stipulations. Liberty, the club charges, "has failed and refused from the date of signing said contract to this day to make said payments or to perform any of the terms and provisions of said contract."

Attorneys for the Braves said during 1951 one of the terms was that LBS not sell more than four and a half innings to any one sponsor. Replying to Liberty's allegation that LBS suffered financial loss when the games were not available to affiliates, the National League answered, "If LBS contracted with any stations, sponsors or advertisers to broadcast baseball games in which the defendant's team participated, such contract was made without Liberty having secured rights."

Gordon McLendon, former LBS president, completed his deposition to the defendants' attorneys in Chicago last week. Depositions will be taken from two other former officers of the network starting today (Monday).

Before trial, LBS attorneys expect to send a team to get depositions from some 40 people across the country. Trial is scheduled for Jan. 19, although attorneys on both sides doubt that inspection of LBS and ball club files and documents can be completed by that time.

NIELSEN BUILDS

New Addition at Chicago

A. C. NIELSEN Co., Chicago market research firm, will build a two-story addition to its plant facilities on the north side of the city, increasing its present floor space by about 60%. Workers in radio and TV services will be returned to the headquarters building from temporary quarters in nearby suburban Evanston when the plant is built.

The new building, which will include a basement and tower, will be air conditioned and fireproof, and will have a modern lounge-cafeteria, kitchen and conference rooms.

This is the third major addition Nielsen has made since the original building was occupied in October 1935, when the company employed 130 persons in food and drug index services only. Nielsen now employs more than 2,000 full-time workers in five countries on various types of research.

BOARD of directors, Mid-Hudson Bestrs. Inc., Poughkeepsie, N. Y., has declared an 8% dividend on common and preferred stock to all stockholders of record Oct. 1. Firm is licensee of WEOK Poughkeepsie.

Radio Array

MORE THAN 5,000 stories from some 150 remote points have been broadcast on the CBS Radio *News of America* program (Mon.-Sat., 9-9:15 p.m. EST) which went into its sixth year in mid-November, according to Wells Church, CBS Radio's director of news and public affairs. During the recent Presidential campaign some 50 remote pickups were made for use on the cooperatively sponsored series, Mr. Church noted.

CBS RADIO TRIO

Leads Pulse Report

THREE CBS Radio network programs were rated in first position in the evening, Monday-Friday daytime, and Saturday and Sunday daytime categories in the Multi-Market Radiopulse for the September-October period published by The Pulse. Ratings follow:

	Program Average Rating Sept.-Oct.	July-Aug.
EVENING		
Lux Radio Theatre (CBS)	7.2	5.1
Dec. Bride, Jack Benny (CBS)	7.0	
F. Fontaine, E. Bergen (CBS)	6.5	4.7
D. Day, Amos 'n Andy (CBS)	6.3	5.1
Bob Hawk (CBS)	5.6	
Groucho Marx (NBC)	5.6	5.3
Philip Morris Playhouse (CBS)	5.6	5.2
D. Pearson, W. Winchell (ABC)	5.5	
Gangbusters (CBS)	5.3	5.1
Godfrey's Talent Scouts (CBS)	5.2	5.2
MON.-FRI DAYTIME		
Arthur Godfrey (CBS)	7.4	7.2
Helen Trent (CBS)	6.9	6.7
Ma Perkins (CBS)	6.8	6.7
Big Sister (CBS)	6.7	6.7
Our Gal Sunday (CBS)	6.7	6.7
Wendy Warren (CBS)	6.6	6.7
Aunt Jenny (CBS)	6.5	6.6
The Guiding Light (CBS)	6.2	6.1
Young Dr. Malone (CBS)	6.2	6.1
Grand Slam (CBS)	6.0	6.1
SAT. & SUN. DAYTIME		
Stars Over Hollywood (CBS)	4.5	4.4
Theatre of Today (CBS)	4.3	4.2
City Hospital (CBS)	4.1	4.0
Fun-All, Grand Central Station (CBS)	3.9	4.3
The Shadow (MBS)	3.8	3.7
True Detective Mysteries (MBS)	3.8	3.9
Let's Pretend (CBS)	3.6	3.5
Give and Take (CBS)	3.5	3.6
Music With The Girls (CBS)	3.5	
Martin Kane (NBC)	3.4	3.5
Whitehall 1212, Counterspy (NBC)	3.4	3.2

Johns Hopkins Speakers

FOUR network executives last Saturday were to address a symposium on the possibilities and problems of television programming, jointly sponsored by the Baltimore Council of Parents & Teachers Assn. and Johns Hopkins U. on the school's campus. Speakers were NBC's Charles C. Barry, vice president in charge of radio and television programming; Davidson Taylor, director of public affairs, and Hugh M. Beville, director of research and planning. Representing DuMont TV Network, James L. Caddigan, director of programming and production, was to discuss programming and its problems at the symposium.

TRANSIT RADIO

Court Asked to Overrule

CALL for the U. S. Court of Appeals in Washington to overrule the FCC decision that the Transit Riders Assn. (TRA) is not a "party in interest" and therefore had no standing in protesting the renewal of the license of WWDC-FM Washington [B•T, Aug. 25] was made by the Transit Riders organization last week.

Petition for review of the Commission's August order claimed that members of TRA were forced to ride the public transportation system in Washington and are "compelled . . . to endure a continuous din of music, propaganda, and advertising messages they do not wish to hear, suffer disturbances of health and physical injury, which . . . gives petitioner a 'legitimate' interest in the Commission's action."

TRA petition also stated that "the economic gain to WWDC-FM [through its arrangement with Washington Transit Radio Inc. and Capital Transit Co. for transitcasting rights] is an economic injury to petitioner's members."

Narrow construction of Sect. 309(c) is what TRA accused the FCC of committing, in its appeal to the court. TRA declared:

By a strained and tortured reading of that portion of the legislative history of Section 309(c) . . . , the Commission reduces the section to a nullity, since the Commission interpretation would leave the Act exactly as it was prior to the passage of P. L. 554, 82nd Congress [McFarland Act] and treat Section 309(c) as mere surplusage or a restatement of existing law. Petitioner submits Congress had no such fatuous intent, but on the contrary intended to extend and broaden the right of protest beyond the narrow limitations which the Commission and the Courts had heretofore imposed.

TRA asked that the Court remand the FCC's order to the Commission, and instruct it to hold a hearing on WWDC-FM's renewal. Among the TRA objections, in its opposition to the renewal of WWDC-FM's license was that transitcasting was not broadcasting, but point-to-point communications [B•T, Aug. 11]. Dissent to the Commission's decision that TRA was not a party in interest was made by Comr. Edward M. Webster. Comr. Frieda B. Hennock also questioned the status of transitcasting as broadcasting, but went along with the majority that TRA had no standing in the case.

FCC Honors Pakistanis

PAKISTANI nationals who have completed a telecommunications study sponsored by the FCC under the government's Point IV program were presented certificates of merit last Wednesday by acting FCC Chairman Rosel H. Hyde. They are Abdul Rauf, deputy assistant engineer for wireless, and John D'Cruz, wireless supervisor. Four other Pakistanis received certificates Oct. 22.

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NEW YORK CITY . . . . . TEL. MURRAY HILL 9-0200

XUM

DuMont, NCAA Differ on Football Controls

(Continued from page 25)

laws do not bar restraint as such, but they do bar unreasonable restraint. Thus if the NCAA's plan for television control is reasonable then it is legal."

Mr. Bushnell said that the "reasonableness" of NCAA's plan is based upon its worthwhile purposes—protection of "college football from damaging TV impact at the gate," and preservation "on campuses everywhere of the sports programs and the physical fitness programs." In this latter connection, he said that many schools depend upon proceeds from college football to support other sports programs.

In proclaiming the legality of the plan, Mr. Bushnell mentioned that in 1951 DuMont Television Network apparently did not question it because the network "demonstrated great interest in the possibility of carrying and presenting to the public the games making up the NCAA telecast program."

NCAA TV's director decried what he termed Dr. DuMont's reference to NCAA as if it were "an independent agency, separate and divorced from the colleges and striving to impose its unwelcome will upon the colleges of the country." Mr. Bushnell insisted that NCAA "is the colleges—372 of them, large and small."

To illustrate this contention, Mr. Bushnell said NCAA takes action only through the votes of the colleges as registered by their delegates. He noted the present TV plan was adopted by a vote of 185 to 15, adding that "the NCAA wasn't forcing this policy upon the colleges, the colleges were embracing it of their own free will."

Questions NCAA Sincerity

He declared that Dr. DuMont questioned the sincerity of NCAA when it warned that uncontrolled live TV, in time, will give a small number of colleges disproportionate rewards from rights fees of pay-as-you-see receipts. But Mr. Bushnell asserted that the committee was "positively sincere" about preventing "the creation of a TV aristocracy among these few institutions."

Commenting on Dr. DuMont's contention that TV does not have a significant effect on college football attendance, Mr. Bushnell said that college directors are not dubious about the various surveys prepared for the NCAA and added:

"Actually, the athletic directors didn't need surveys to prove this point to them, for they see at first hand what happens when their games in the stadiums are obliged to compete with football telecasts, and they know what happens to their attendance in these circumstances."

Mr. Bushnell declared that the discussion did not involve "the merits of televison in its broader aspects—the subject is football, television, the televising of college games, and the results thereof." He said the colleges are "no more opposed to television than they are to that other modern wonder, atomic energy." But he insisted that the colleges believe in sensible control of football television.

"Furthermore the NCAA joins Dr. DuMont in his belief in and support of the enterprise system and its incentives," Mr. Bushnell said. "When it comes to competition, however, the colleges realize that in the conduct of their football games, they just can't compete at the box office with free tickets, and television means free tickets—millions of them."

The discussion by Dr. DuMont and Mr. Bushnell touched off editorial comment from various sports editors throughout the country. Sports Editors Arch Ward of *The Chicago Tribune*, Bob Cooke of the *New York Herald Tribune* and Jimmy Powers of the *New York Daily News* all expressed dissatisfaction with the TV plan in its present format but voiced different approaches to meeting the problem.

Scores Division Proposal

Mr. Ward criticized an NCAA TV Committee proposal that would divide TV receipts among all member schools, instead of giving them to participating teams, and added:

Can you imagine what would happen if the TV program advocated by the college radicals were applied to American industry and business? . . . It is unthinkable that ideas of that character can make progress in sports. Our athletic fields have demonstrated more convincingly, perhaps, than any other activity in the twin attributes that made the republic great—the spirit of competition and individualism.

Mr. Cooke observed in his column, "Another Viewpoint":

Regardless of the sensitive feelings of the NCAA's television committee, and its bottle-neck attitude, the public will have to be served ultimately. At the moment the public is thoroughly displeased with the NCAA program.

Mr. Powers, writing in his "Powerhouse" column, voiced belief that the NCAA plan is doomed, remarking:

The NCAA blackout of good football games will solve itself. You cannot continue to telecast contests that have only lukewarm, interest on many Saturdays, absolutely no sectional interest and expect to come up with bankrollers to foot the bills. When the sponsors evaporate, the whole plan will explode. Colleges then will have the handcuffs off and, in their own areas, will satisfy their own local followings. The few big elevens that have national followings—and they are only a few—will go on the national networks.

Dr. DuMont had asked 10 colleges for local TV rights to six college games over the Nov. 15 and Nov. 22 weekends. They replied that as members of the NCAA they had to abide by its rules and could not accept his offer [B•T, Nov. 17].

As the football telecast argument continued during the week, Doug Mills, U. of Illinois athletic director, said he would propose double feature football TV at the January convention of NCAA in Washington, D. C. Major centers from which such games draw crowds would be blacked out unless the game was a sellout, under the plan, but fans still would be assured of at least one major game.

Ed Krause, Notre Dame athletic director, said he will accompany the Rev. Edmund Joyce, athletic board chairman and executive vice president of the school, to the Nov. 30 meeting of the NCAA TV Committee in New York. They plan to ask NCAA to open up college football television. Notre Dame has criticized the controlled TV programs of the last two seasons on the ground they infringe on rights of individual schools.

KXLW Bid Filed

APPLICATION for transfer of control of KXLW St. Louis to John Kluge, WGAY Silver Spring, Md., president, and Mark Evans, WTOP-AM-TV Washington, was filed at the FCC Thursday [B•T, Nov. 17]. Purchase figure is $96,000 plus acceptance of $42,000 debt.

COPYRIGHT

NARTB Reviews Status

REVIEW of the broadcast copyright situation was conducted last Monday and Tuesday by the new NARTB Copyright Committee at a Washington meeting. Edward Breen, KVFD Fort Dodge, Ia., presided.

The committee went into legal phases of the copyright problem along with legislative matters and developments in the music licensing field.

Attending besides Chairman Breen were Donald G. Graham, KOMO Seattle; Robert T. Mason, WMRN Marion, Ohio; Joseph McDonald, NBC; A. J. Mosby, KGVO Missoula, Mont.; Lawrence H. Rogers II, WSAZ Huntington, W. Va. James W. Woodruff Jr., WRBL Columbus, Ga., was unable to attend.

A second committee meeting has been scheduled tentatively Jan. 26-27.

Asks to Drop WNYC

ELIMINATION of the municipally-owned WNYC New York, which has a budget of approximately $315,000, was proposed by City Comptroller Lazarus Joseph last week as part of a broad plan to improve the city's financial plight. Similar proposals made in the past have not gained substantial support.

NEW OWNER
The Mahoning Valley Broadcasting Corp. owners of Radio Station WBBW, Youngstown, Ohio, are the new owners and operators of WATG in Ashland, Ohio
NEW NETWORK AFFILIATE
WATG is now the new voice of MUTUAL in the Mansfield area which serves the needs of 200,000 prospective buyers. WATG is the most important station location between Cleveland and Columbus, Ohio.
MUTUAL
WATG
ASHLAND OHIO
Serving the RICH MANSFIELD-ASHLAND MARKET
250 Watts, AM and FM. Day and Night.

Our Respects To

(Continued from page 56)

in all facets of the media world. For weeks it was almost a fulltime job just answering these letters.

Stanley Breyer is a native San Franciscan. He was born there Oct. 11, 1908. During summer vacations while attending U. of California he ran a boys' camp, developing an interest in youth that is still one of his main interests. For nine years he has worked with the San Francisco Ad Club and Golden Gate College, directing a series of radio advertising classes. For three years he has lectured at Stanford U.

His first business experience came in Hollywood as an assistant director and film cutter for Fox Film Corp. Homesick for the Golden Gate, he went to work with the advertising agency now operating as Sidney Garfield & Associates. From the agency field he went to KJBS in 1937 to promote a four-station group, Northern California Broadcasting System.

It was considered quite sporting to boast that you were employed, in the latter depression years, even if without pay. That was what Stanley Breyer did for a while. It was worthwhile, apparently, because in 14 years he has attained his present position, gained when the Brunton family disposed of its KJBS interest due to the FCC duopoly ruling.

He married Theresa Lowey in 1937. They have three children: Barbara, 13; Richard, 11, and Joan, 3.

Two hobbies dominate his interests—a recently acquired yen for golf and a desire to find solutions to the rating and rate-cutting problems.

Urges Accurate Ratings

His radio philosophy is perhaps best summarized by this quotation from a recent talk, "In addition to the many times expressed convictions that ratings are with us (and we should be certain that they are as accurate as possible) is the recent switch from the crusade on 'ratings' to 'rates.' Just as we are going to have to continue using ratings, we will always have rate cards. Let's use as many as we want, but make charges stick. Any other road is a disastrous one for both the stations, individually, and the industry, collectively."

He won't give up the fight because he believes sincerely these policies must be followed by the industry. His influence is felt at Broadcast Advertising Bureau where he is a member of the Research Committee.

ONE ANNOUNCEMENT-- BETTENDORF AND DAVENPORT IN IOWA

ROCK ISLAND MOLINE AND EAST MOLINE IN ILLINOIS

TWO OUT-OF-TOWN CUSTOMERS

$2,450 in Sales

Davenport's Burkeholder Custom Kitchens has had schedule of advertising on WOC for 2½ years. Store owner J. K. Burkeholder knows this schedule builds sales volume. Has many specific instances proving this fact.

For example, in January '52, a Clinton, Iowa, man driving near Davenport on his way to Burlington, heard a Burkeholder announcement. Stopped in Davenport store; told them to get in touch with his wife about remodelling their kitchen.

Within week, Burkeholder had a $1,350 order from this Clinton family. *But more,* Clinton man's brother contacted Burkeholder; purchased a $1,100 custom-built steel kitchen. Result of one WOC announcement—$2,450 in sales. Said the Clinton man: "Credit WOC with this sale, for until I heard the announcement, I didn't know about the Burkeholder firm."

Proof that when you want sales volume in the Quint-Cities —nation's 71st retail market—*you want WOC.* Contact us direct, or your nearest F & P man.

Free & Peters, Inc.
Exclusive National Representatives

WOC
THE QUINT-CITIES AM • FM ALSO TV

Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

RADIO FUTURE

Reaffirmed by Walker

FCC Chairman Paul A. Walker, in an address before the Oklahoma Broadcasters Assn. last Tuesday, waxed sentimental about his adopted "Sooner" state and reaffirmed his belief in the future of radio.

Referring to the action of the OBA in making him an honorary member, Mr. Walker said, "Many honors may come to a man in the course of his career but none can touch his heart so deeply as recognition by the people of his own home state."

As for radio, the FCC Chairman told the broadcasters assembled at Norman on the U. of Oklahoma campus, "I am one of those who believe in the future of aural broadcasting.

"America needs the immediacy, the universality, the diversity of radio," he declared. "The multiplication of radio stations until we now have 3,000 of them gives this nation facilities for the exercise of our privilege of free speech that no nation could ever dream of before."

The Chairman cautioned, however, that radio stations will not flourish without experimentation. He urged broadcasters to make a more careful study of their community needs than ever before.

"Instead of too great a preoccupation with surveys and ratings to find out who is listening to what, I suggest a more intensive effort to find out who wants to listen to something that is not now being offered," he added.

NOVIK IN PARIS

Attends UNESCO Meeting

MORRIS NOVIK, broadcasting consultant, is in Paris attending the UNESCO conference as communications member of the American delegation. Mr. Novik, accompanied by Mrs. Novik, flew from New York Wednesday in order to attend the first meeting of the UNESCO communications group on Thursday. He plans to return to New York after the conclusion of the session, expected Dec. 10.

U. S. delegation to the conference is headed by Howland H. Sargeant, assistant Secretary of State for Public Affairs. Its other members include Sen. Charles W. Tobey (R-N. H.); Luther H. Evans, librarian of Congress, and representatives of the Dept. of State, religious and educational organizations.

JONES AWARD

Judge Upholds Verdict

THE $300,000 award to Duane Jones, president of Duane Jones & Co., was upheld by Justice Dennis O'Leary Cohalan in New York Supreme Court on Nov. 14. The judge denied all motions by defense counsel to set aside the verdict.

Justice Cohalan issued a stay of execution of the judgment, which holds back Mr. Jones from collecting the award for 20 days and permits that time for appeal. Defense attorney Neil Cullom told BROADCASTING • TELECASTING last week that appeal is being drawn up and will be submitted within a few weeks.

A jury on Oct. 28 found guilty 10 of the 12 defendants involved in a conspiracy against Mr. Jones' business [B•T, Nov. 3]. They are these ex-employes of Mr. Jones: Joseph Scheideler, Paul Werner, Joseph Beck, Philip Brooks, Lawrence Hubbard, Eugene Hulshizer, Robert Hughes, all with Scheideler, Beck & Werner, and Robert Hayes, now with Doherty, Clifford, Steers & Shenfield. Also named were Frank Burke, vice president of the Manhattan Soap Co. and the Scheideler, Beck & Werner agency.

In denying the motions, Justice Cohalan declared:

"The trial of this closely contested jury case lasted 13 court days and resulted in a verdict (one juror dissenting) for plaintiff against some of the defendants. The jury manifested selectivity in deciding in favor of each defendant. Each attorney moves to set aside the part of the verdict which displeases him. . . .

"Examination of the court's charges discloses that the very matters now advanced by defendants' attorney as grounds for setting aside the verdict were submitted to the jury substantially in the main charge."

CHICAGO FM DRIVE

Plans Are Drawn Up

PLANS for special FM Month promotion in Chicago were drawn up Thursday at a meeting held at the offices of the Electric Assn. in Chicago. Ed Wheeler, WEAW (FM) Evanston, Ill., is broadcaster chairman, with Harry Scrabit, of Zenith Distributors in Chicago, serving as distributor chairman.

C. C. Simpson, managing director of Electric Assn., will handle basic management of the campaign, scheduled to be held in February. John H. Smith Jr., NARTB FM director, took part in the Thursday planning session. Participating with Chicago outlets will be stations from Racine, Chicago Heights, Oak Park and other nearby areas.

A month-long FM campaign is under way in Alabama, winding up Dec. 6. Henry P. Johnston, WSGN-FM Birmingham, is state chairman.

XUM

NOVEMBER 24, 1952

TELECASTING

New Applications For Stations
Page 72

Latest Set Count By Markets
Page 86

NBTV (TV) Conference Plans
Page 92

CBS-TV Opens Television City
Page 92

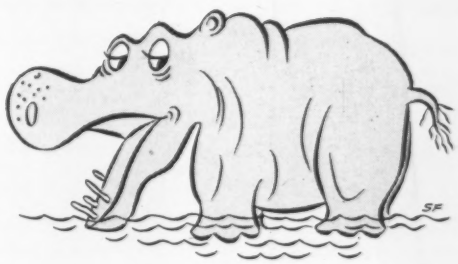
in our 8th year

Fables of the leopard and the hippo - 3.

ON HUNTING

THE HIPPO:

"Standing here, I pick up floating tid-bits to eat... and meantime snooze a bit."



THE LEOPARD:

"Contrariwise, I find more satisfaction in stalking the hearty game... wherever it roams."

THE MORAL:

Advertisers who (like the wily Spotted Leopard) *choose* each market, know that profitable sales are made where you *make* them.

TV advertisers find that *Spot* is an efficient way to do just that... to open new distribution areas... to bolster sagging sales territories... to do so economically.

The thirteen markets listed here have been chosen by Spot TV advertisers in your field. Perhaps by your toughest competition.

Let us tell you more about the sales potential of these markets for your product.

WSB-TV .....Atlanta
WBAL-TV .....Baltimore
WFAA-TV .....Dallas
KPRC-TV .....Houston
KECA-TV .....Los Angeles
KSTP-TV ...M'p'l's-St. Paul
WSM-TV .....Nashville
WJZ-TV ..... New York
WTAR-TV .....Norfolk
KPHO-TV .....Phoenix
WOAI-TV ....San Antonio
KGO-TV ....San Francisco
KOTV .....Tulsa

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TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

GIANT "SWITCHBOARD" ROUTES ABC NETWORK SOURCES

Custom-made control system links 348 station network

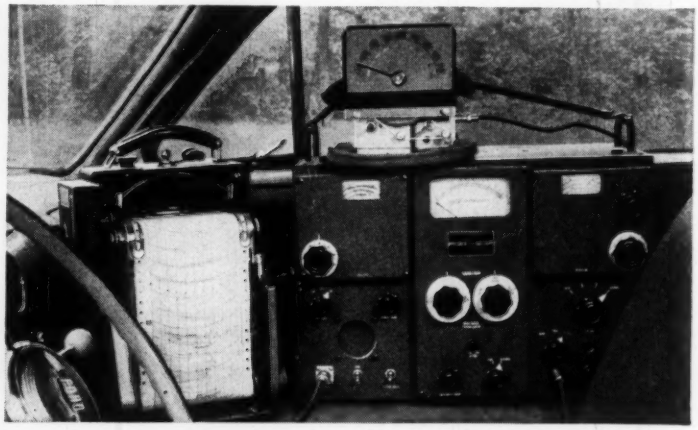
A G-E custom-made, master control system is now in operation in the New York, Chicago and Los Angeles studios of the ABC network. The three units link the 348 station network and serve like giant switchboards routing all ABC network sources across the country.

This master control system for AM radio was a cooperative venture between General Electric and ABC. Emil Vincent, chief ABC audio facilities engineer, and his staff outlined network requirements. G.E.'s Bill Dean, audio project engineer, and assistant Chuck Angus, then designed the units to the ABC specifications.

Displayed in WJZ Studio

WJZ, New York's ABC station, has its master control unit placed behind a glass panel in the main reception room.

Also included at these key network points are G-E consoles employing recently developed plug-in amplifiers and power supply. The entire project represents a complete revamp of ABC's audio facilities.



Translator Becomes Converter For Field Intensity Measurements

Engineering trick-of-the-month honors go to James C. McNary, Radio and Consulting Engineer of Washington, D. C.

As consultant for experimental TV station KG2XAZ, located near Bethlehem, Pa., operating at 513 megacycles, and a power of 3.32 kilowatts (Effective Radiated Power), Mr. McNary found it necessary to make field intensity measurements of the station. But no commercial UHF field measuring equipment was available at the time.

Translator Modified

Mr. McNary, however, had heard of the General Electric UHF Television Translator Type 101 and decided to try it as a converter for use in conjunction with standard VHF field measuring equipment.

After obtaining a G-E Translator, Mr. McNary and his associate, Richard S. Duncan, modified it for field use. Then they mounted upon the car a miniature, single bay, UHF super-turnstile antenna.

Praise for Equipment

"The Translator worked very well, indeed," Mr. Duncan said. "After a warm-up period in the morning the unit could be used for field intensity measurements all day without sign of drift or instability. Also, the Translator did not add to the inherent noise level of the system."

Film Channel Kits Now Available

Production of new G-E film channel part kits will enable broadcasters to bring their film equipment up to date at a modest price. The part kits now available are signal and noise kits, back light kits, and edge light kits. The cost of the three combined is less than $260.

The kits incorporate the industry's latest improvements in film channel equipment, and are a continuing service by G. E. to help their customers to keep up with the latest equipment techniques and developments. Thus, old film channels are easily converted to the finest available today.

Most parts can be purchased locally and changes may be made by chief engineers or complete kits of parts can be ordered directly through General Electric broadcast representatives. All new film camera channel units now being shipped include the modifications and improvements rendered by these kits.

Widely Experienced Sales Engineer

J. M. Comer

J. M. Comer's high standing on the General Electric Broadcast Equipment sales staff is well supported by his 20 years of wide electronics experience.

Mr. Comer was appointed District Sales Manager in July, 1950. Responsible for the sale of radio and TV broadcast equipment in North Carolina, South Carolina, Georgia and Florida, his headquarters are at the General Electric offices in Atlanta, Georgia.

He held various engineering positions with southern broadcasting companies from 1930 until he entered the Signal Corps in 1942. From then until 1945 he was in charge of engineering, inspection, field installation and supervision of major radio projects in the Fourth Service Command Reclamation Center.

Mr. Comer is a member of the I.R.E., the American Association of Science, and the LeConte Honorary Scientific Fraternity.

GENERAL ELECTRIC

TELECASTING

NOVEMBER 24, 1952

NEW GRANTS BATCH

14 More CPs; Two Uhf in Existing TV Markets

By LARRY CHRISTOPHER

TWO MARKETS which have been operating vhf stations—Greensboro, N. C., and Johnstown, Pa.—received grants for new uhf stations last week as the FCC's temporary "speed up" processing plan brought forth construction permits for a total of 14 new commercial outlets.

These two cities become the first existing TV markets to acquire new stations since the lifting of the TV freeze and the commencement of application processing.

Greensboro, where WFMY-TV is operating, was granted a new outlet on uhf Ch. 57. CP went to WCOG Greensboro. The Johnstown grant, for uhf Ch. 56, went to WARD there. Local operating outlet is WJAC-TV.

Last week's authorizations swell the television station total in the U. S. to 230, of which 122 have been approved since July 11, date when the Commission issued the first post-thaw grants. Of the 230 stations, a total of 113 are now on the air, the most recent addition being KONA (TV) Honolulu (see story page 73). Thus far, five post-thaw grantees have commenced operation. For estimated commencement dates for all new grantees, see summary on page 76.

New Permittees

Here are last week's 14 new permitees:

Flint, Mich. (City priority Group A-2, No. 7) — Trendle-Campbell Broadcasting Corp. (WTAC), granted uhf Ch. 16, effective radiated power 59 kw visual and 29.5 kw aural, antenna 380 ft. above average terrain.

Henderson, Ky. (Group A-2, No. 17, Evansville, Ind.)—Ohio Valley Television Co. (WSON Henderson), granted uhf Ch. 50, ERP 26 kw visual and 13 kw aural, antenna 330 ft. Comr. Frieda Hennock voted for hearing.

Sioux City, Iowa (Group A-2, No. 39)—Cowles Broadcasting Co., granted vhf Ch. 9, ERP 29 kw visual and 15.5 kw aural, antenna 700 ft.

Galveston, Tex. (Group A-2, No. 58)—Gulf Television Co., granted vhf Ch. 11, ERP 59 kw visual and 30 kw aural, antenna 550 ft.

Galveston, Tex. (Group A-2, No. 58)—Rudman Television Co., granted uhf Ch. 41, ERP 230 kw visual and 120 kw aural, antenna 470 ft.

Decatur, Ill. (Group A-2, No. 59)—Prairie Television Co., granted uhf Ch. 17, ERP 18 kw visual and 9.8 kw aural, antenna 310 ft.

Sioux Falls, S. D. (Group A-2, No. 74)—Midcontinent Broadcasting Co. (KELO), granted vhf Ch. 11, ERP 57 kw visual and 29 kw aural, antenna 500 ft.

Lima, Ohio (Group A-2, No. 79)—WLOK Inc. (WLOK), granted uhf Ch. 73, ERP 20 kw visual and 11 kw aural, antenna 340 ft.

Colorado Springs, Col. (Group A-2, No. 90)—Pikes Peak Broadcasting Co. (KRDO), granted vhf Ch. 13, ERP 11.5 kw visual and 5.8 kw aural, antenna minus 630 ft.

Jackson, Mich. (Group B-1, No. 13)—WIBM Inc. (WIBM), granted uhf Ch. 48, ERP 225 kw visual and 115 kw aural, antenna 1,030 ft.

Battle Creek, Mich. (Group B-1, No. 15)—Michigan Broadcasting Co. (WBCK), granted uhf Ch. 58, ERP 18.5 kw visual and 9.3 kw aural, antenna 580 ft.

Belleville, Ill. (Group B-1, No. 23)—Signal Hill Telecasting Corp., granted uhf Ch. 54, ERP 220 kw visual and 120 kw aural, antenna 630 ft.

Greensboro, N. C. (Group B-2, No. 149)—Inter-City Advertising Co. of Greensboro (WCOG), granted uhf Ch. 57, ERP 115 kw visual and 59 kw aural, antenna 240 ft.

Johnstown, Pa. (Group B-2, No. 151)—Rivoli Realty Co. (WARD), granted uhf Ch. 56, ERP 91 kw visual and 46 kw aural, antenna 610 ft.

In other actions last week, FCC by memorandum opinion and order denied a petition by James A. Noe which requested reconsideration of the Commission's action in late September denying Mr. Noe's proposal to add a new vhf channel to New Orleans. Mr. Noe, licensee of WNOE New Orleans, wanted to substitute vhf Ch. 3 for Ch. 2 at Baton Rouge, La., so as to permit allocation of Ch. 2 to New Orleans as well as Ch. 8. FCC has substituted Ch. 8 for Ch. 2 at New Orleans, reserved for educational use.

In another opinion and order, the Commission denied a petition by WHIS Bluefield, W. Va., seeking reconsideration of an earlier refusal to waive the Sixth Report's one-year waiting rule to add a vhf channel there [B•T, Sept. 22].

WMCT (TV) Memphis, changed from Ch. 4 to Ch. 5 by the Sixth Report, was granted a permit to boost ERP to 100 kw visual and 50 kw aural with antenna height above average terrain 970 ft.

KCNA Tucson, Ariz., applicant for vhf Ch. 9, was asked by the Commission to furnish further information on its bid, "including statement of intentions as to future ownership, control and management of the proposed station."

WTIP Charleston, W. Va., in competition with WKNA there for uhf Ch. 49, was advised that its

(Continued on page 80)

KOIN TO APPEAL

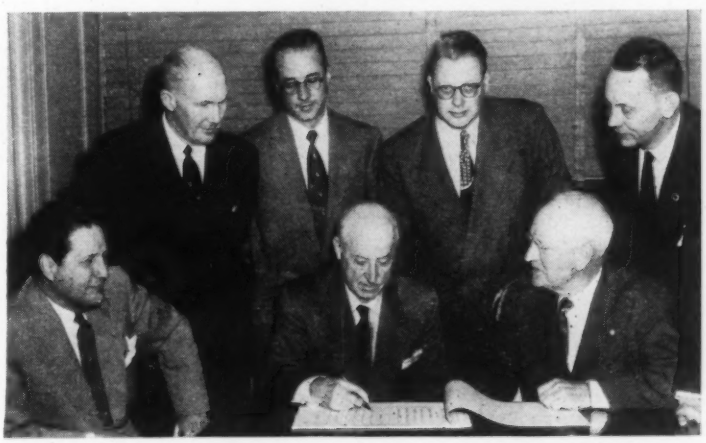
Examiner's Ruling on Bid

PROPOSED amendment of the Ch. 6 TV application of KOIN Portland, Ore., was refused by FCC Hearing Examiner Elizabeth C. Smith last week and the station plans to appeal the ruling to the Commission itself today (Monday).

KOIN seeks to amend its application so as to show withdrawal of Ralph Stolkin, Edward Burke Jr. and Sherrill C. Corwin, together 43.5% owners. Their holdings were assumed a fortnight ago by other stockholders and some two dozen station employes who mortgaged their homes and made other financial sacrifices to keep the station in the Ch. 6 proceeding [B•T, Nov. 10].

KOIN will take the case to the courts if it is unsuccessful in gaining acceptance of its amendment before the Commission, it was reported last week by station counsel, Paul A. O'Bryan of Dow, Lohnes & Albertson.

* * *



PONDERING an exhibit during hearing recess are officers and directors of KFH Wichita. Seated (l to r): Howard T. Fleeson, director and counsel; John Rigby, president; Marcellus M. Murdock, executive vice president; standing, Walter P. Ennis Jr., director; Richard Price and Frederick Bullard, directors; Frank V. Webb Jr., vice president and general manager.

The Stolkin group withdrew from KOIN, and associated KJR Seattle, shortly after their resignation from top posts in RKO Pictures [B•T, Oct. 27].

Pioneer Broadcasters Inc., licensee of KGW Portland and also Ch. 6 applicant, protested the proposed KOIN amendment on grounds it was too late and constituted a strengthening of the KOIN competitive position following unfavorable "publicity" on the Stolkin group and its withdrawal from the RKO firm. KOIN promptly refuted the charges in a reply petition [B•T, Nov. 17, 10].

The examiner's ruling to deny the KOIN amendment was highlighted by another development in the Ch. 6 competition—a petition by KXL Broadcasters, licensee of KXL Portland, to withdraw its application. KXL said part owner Ed Craney "is presently engaged in supervising the construction and installation of KXLY-TV Spokane, Wash." and on the basis of his experience "he has informed petitioner that present day costs of

(Continued on page 82)

television grants and applications

Digest of Those Filed With FCC Nov. 14 through Nov. 20

Grants Since April 14:

	VHF	UHF	Total
Commercial	33	80	113
Educational	2	7	9
Total	35	87	122
Commercial television stations on the air	113 [1]	1	114 [1]

[1] Includes XELD-TV Matamoras (Mexico)-Brownsville.

Applications Filed Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	589	323	519	392	912 [2]
Educational	18		4	14	18
Total	607	323	523	406	930 [3]

[2] One applicant did not specify channel.

[3] Includes 122 already granted.

NEW STATION GRANTS

Listed by States

FORT SMITH, Ark.—Southwestern Publishing Co. (KFSA). Granted uhf Ch. 22 (518-524 mc); ERP 265 kw visual, 145 kw aural; antenna height above average terrain 270 ft., above ground 349 ft. [Publication of this grant in TV GRANTS, B•T, Nov. 17, in error insofar as it listed frequency first sought by grantee and not that frequency which later was requested and granted.]

COLORADO SPRINGS, Col.—Pikes Peak Bcstg. Co. (KRDO). Granted vhf Ch. 13 (198-204 mc); ERP 11.5 kw visual, 5.8 kw aural; antenna height above average terrain minus 630 ft., above ground 465 ft. Engineering condition. Estimated construction cost $237,009, first year operating cost $163,190, revenue $211,110. Post Office address Alta Vista Hotel, 118 North Cascade Ave., Colorado Springs, Col. Studio location to be determined. Transmitter location near intersection of South Eighth and Coatilla Streets. Geographic coordinates 38° 49′ 42″ N. Lat., 104° 50′ 15″ W. Long. Transmitter and antenna RCA. Legal counsel George O. Sutton, Washington. Consulting engineer James C. McNary, Washington. Principals include President **Joseph H. Rohrer** (51%), Vice President and Treasurer **William J. Gregory** (30%), and Secretary **Paul C. Crozier** (1%). [For application, see TV APPLICATIONS, B•T, July 28.] City priority status: Gr. A-2, No. 90.

DECATUR, Ill. — Prairie Television Co. Granted uhf Ch. 17 (488-494 mc); ERP 18 kw visual, 9.8 kw aural; antenna height above average terrain 310 ft., above ground 352 ft. Engineering condition. Estimated construction cost $181,230, first year operating cost $184,000, revenue $360,000. Post Office address 250 North Water St., Decatur, Ill. Studio and transmitter location 1.35 mi. SW of Lake Decatur Dam, 0.3 mi. west of U. S. 51, 2.25 mi. SW from center of Decatur. Geographic coordinates 39° 48′ 45″ N. Lat., 88° 58′ 29″ W. Long. Transmitter and antenna RCA. Consulting engineer George C. Davis, Washington. Principals include President **W. L. Shellabarger** (88%), supervisor of personally-owned investments; Vice President **Harold G. Cowgill** (10%), associate attorney with Washington (D. C.) law firm of Segal, Smith & Hennessey, and Secretary **David S. Shellabarger** (2%), supervisor of personally-owned investments. [For application, see TV APPLICATIONS, B•T, Nov. 3.] City priority status: Gr. A-2, No. 59.

BELLEVILLE, Ill.—Signal Hill Telecasting Corp. Granted uhf Ch. 54 (710-716 mc); ERP 220 kw visual, 120 kw aural; antenna height above average terrain 630 ft., above ground 590 ft. Engineering condition. Estimated construction cost $331,182, first year operating cost $225,000, revenue $275,000. Post Office address 6900 West Main St., Belleville, Ill. Studio location 10200 West Main St. Transmitter location 0.8 mi. west of Belleville at 88th St. Geographic coordinates 38° 34′ 16″ N. Lat., 90° 04′ 11″ W. Long. Transmitter and antenna RCA. Legal counsel Monroe Oppenheimer, Washington. Consulting engineer J. H. Heffelfinger, Kansas City, Mo. Principals include President and General Manager **Bernard T. Wilson** (10%), account executive at KMOX St. Louis; Vice President **Theodore F. Weiskotten** (10%), producer-director at KSD-TV St. Louis; Vice President **John I. Hyatt** (10%), account executive at KMOX; Treasurer **Paul F. Peltason** (33.75%), 26% owner of Peltason, Tenenbaum Co. (investment banking), St. Louis; Assistant Treasurer and Assistant Secretary **Harry Tenenbaum** (33.75%), 26% owner of Peltason, Tenenbaum Co., and Secretary **H. M. Stolar** (2.5%), partner in St. Louis law firm of Lowenhaupt, Waite, Chasnoff & Stolar. [For application, see TV APPLICATIONS, B•T, Oct. 27.] City priority status: Gr. B-1, No. 23.

SIOUX CITY, Iowa—Cowles Bcstg. Co. Granted vhf Ch. 9 (186-192 mc); ERP 29 kw visual, 15.5 kw aural; antenna height above average terrain 700 ft., above ground 500 ft. Estimated construction cost $307,500, first year operating cost $474,619, revenue $577,598. Post Office address Frances Bldg., Sioux City. Studio location 5th and Pierce Streets. Transmitter location 41st and Howard Streets. Geographic coordinates 42° 32′ 33″ N. Lat., 96° 23′ 34″ W. Long. Transmitter and antenna GE. Legal counsel Segal, Smith & Hennessey, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Applicant is licensee of KRNT-AM-FM Des Moines and WNAX Yankton, S. D. **The Des Moines Register & Tribune Co.** owns all stock in applicant. [For application, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. A-2, No. 39.

HENDERSON, Ky.—Ohio Valley Television Co. (WSON). Granted uhf Ch. 50 (686-692 mc); ERP 26 kw visual, 13 kw aural; antenna height above average terrain 330 ft., above ground 340 ft. Engineering conditions. (Comr. Hennock voted for a hearing.) Estimated construction cost $154,788, first year operating cost $106,000, revenue $140,000. Post Office address Route #3, Henderson, Ky. Studio and transmitter location 2.5 mi. ESE of downtown Henderson on Zion Road. Geographic coordinates 37° 49′ 36″ N. Lat., 87° 33′ 00″ W. Long. Transmitter and antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer George C. Davis, Washington. Principals include President **H. S. Lackey** (10%), owner of WSON, and Treasurer **Leo King** (2%), attorney. **Citizens Theatre Co.**, Henderson, holds 60% interest in applicant; officials of Citizens Theatre Co. include President **M. A. Lightman Jr.**, Vice President **Leo King** and Secretary-Treasurer **W. E. McClure. Malco Theatres Inc.**, Memphis, Tenn., holds 50% interest in Citizens Theatre Co. [For application, see TV APPLICATIONS, B•T, July 28.] City priority status: Gr. A-2, No. 17 (Henderson is within 15 miles of Evansville, Ind., to which Ch. 50 was assigned and, accordingly, channel could be applied for within that radius).

JACKSON, Mich. — WIBM Inc. (WIBM). Granted uhf Ch. 48 (674-680 mc); ERP 225 kw visual, 115 kw aural; antenna height above average terrain 1,030 ft., above ground 950 ft. Estimated construction cost $487,685, first year operating cost $125,000, revenue $100,000. Post Office address 2511 Kibby Road, Jackson, Mich. Studio location 2511 Kibby Road. Transmitter location Browns Lake Road, Jackson. Geographic coordinates 42° 09′ 09″ N. Lat., 84° 24′ 20″ W. Long. Transmitter and antenna GE. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer **Roy Radner** (40%), Vice President **Herman Radner** (60%), Vice President **Irving Radner**, and Secretary **Myron A. Keys.** [For application, see TV APPLICATIONS, B•T, June 30.] City priority status: Gr. B-1, No. 13.

BATTLE CREEK, Mich. — Michigan Bcstg. Co. (WBCK). Granted uhf Ch. 58 (734-740 mc); ERP 18.5 kw visual, 9.3 kw aural; antenna height above average terrain 580 ft., above ground 455 ft. Engineering condition. Estimated construction cost $161,000, first year operating cost $120,000, revenue $135,000. Post Office address 402 Security National Bank Bldg., Battle Creek, Mich. Studio location 402 Security National Bank Bldg. Transmitter location 0.9 mi. east of Riverside Drive. Geographic coordinates 42° 17′ 40″ N. Lat., 85° 11′ 00″ W. Long. Transmitter and antenna RCA. Legal counsel Guilford Jameson, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **Robert H. Holmes** (50%) and Secretary-Treasurer **David N. Holmes** (50%). [For application, see TV APPLICATIONS, B•T, Aug. 4, July 7.] City priority status: Gr. B-2, No. 15.

FLINT, Mich. — Trendle - Campbell Bcstg. Corp. (WTAC). Granted uhf Ch. 16 (482-488 mc); ERP 59 kw visual, 29.5 kw aural; antenna height above average terrain 380 ft., above ground 432 ft. Estimated construction cost $298,666, first year operating cost $240,000, revenue $380,000. Post Office address 1800 Mutual Bldg., 26 West Adams Ave., Detroit 26, Mich. Studio and transmitter location 740 S. Saginaw St. Geographic coordinates 43° 00′ 49″ N. Lat., 83° 41′ 20″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Kear & Kennedy, Washington. Principals include President **George W. Trendle** (51%), president and treasurer of Trendle-Campbell-Meurer Inc. (radio and television program production), owner of all rights to *Lone Ranger, Green Hornet, Sergeant Preston of the Yukon* and *American Agent;* Vice President and General Manager **H. Allen Campbell** (35%), Secretary **Raymond J. Meurer** (5%), Assistant Secretary **George W. Trendle Jr.** (4.5%) and **Mary K. Johnston** (4.5%). [For application, see TV APPLICATIONS, B•T, July 14.] City priority status: Gr. A-2, No. 7.

GREENSBORO, N. C. — Inter-City Advertising Co. of Greensboro, N. C., Inc. (WCOG). Granted uhf Ch. 57 (728-734 mc); ERP 115 kw visual, 59 kw aural; antenna height above average terrain 380 ft. Estimated construction cost $158,500, first year operating cost $216,000, revenue $216,000. Post Office address 316 S. Greene St., Greensboro, N. C. Studio location 316 S. Greene St. Transmitter location 4.3 mi. west of center of Greensboro immediately west of town limits of Hamilton Lakes and 0.57 mi. north of U. S. 421. Geographic coordinates 36° 04′ 40″ N. Lat., 79° 52′ 05″ W. Long. Transmitter DuMont, antenna GE. Consulting engineer George C. Davis, Washington. Principals include President **George W. Dowdy** (25%), Vice President **B. T. Whitmire** (25%), Treasurer **J. Horton Doughton** (25%) and Secretary **Harold B. Thoms** (25%). [For application, see TV APPLICATIONS, B•T, July 21.] City priority status: Gr. B-2, No. 149.

LIMA, Ohio—WLOK Inc. (WLOK). Granted uhf Ch. 73 (824-830 mc); ERP 20 kw visual, 11 kw aural; antenna height above average terrain 340 ft. Estimated construction cost $130,731, first year operating cost $102,000, revenue $109,900. Post Office address 1101 National Bank Bldg., Lima, Ohio. Studio and transmitter location 1424 Rice Ave. Geographic coordinates 40° 44′ 53.5″ N. Lat., 84° 07′ 55.5″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Lloyd A. Pixley** (51%), Vice President and Treasurer **W. Lyman Case Jr.** (16.4%), **Ward C. Case** (16.4%) and **Robert B. Case** (16.2%). [For application, see TV APPLICATIONS, B•T, Oct. 10, July 7.] City priority status: Gr. A-2, No. 79.

JOHNSTOWN, Pa.—Rivoli Realty Co. (WARD). Granted uhf Ch. 56 (172-178 mc); ERP 91 kw visual, 46 kw aural; antenna height above average terrain 610 ft., above ground 540 ft. Estimated construction cost $187,300, first year operating cost $150,000, revenue $200,000. Post Office address c/o WARD Johnstown, Pa. Transmitter DuMont, antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer George C. Davis, Washington. Principals include President and Treasurer **Walter M. Thomas** (12.5%) and Secretary **Margaret E. Gartland** (57.5%). [For application, see TV APPLICATIONS, B•T, April 21.] City priority status: Gr. B-2, No. 151.

SIOUX FALLS, S. D.—Midcontinent Bcstg. Co. (KELO). Granted vhf Ch. 11 (198-204 mc); ERP 57 kw visual, 29 kw aural; antenna height above average terrain 500 ft., above ground 530 ft. Estimated construction cost $200,500, first year operating cost $240,000, revenue $260,000. Post Office address Phillips Ave. at 8th St., Sioux Falls, S. D. Studio location Phillips Ave. at 8th St. Transmitter location 7 mi. SE of Sioux Falls. Geographic coordinates 43° 29′ 16″ N. Lat., 96° 38′ 02″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals

(Continued on page 104)

GROUND-BREAKING ceremonies for the transmitter of WGBI-TV Scranton (station's target date to be on the air is April) were held Nov. 3. Transmitter will be located atop Bald Mt., seven miles from Scranton. At ceremony were (l to r) Ted Rodgers, president, Scranton Chamber of Commerce; Mrs. Douglas Holcomb, WGBI vice president; Kenneth Cooke, chief engineer; Walter H. Birchard, Sweeney Construction Co., Scranton; Mrs. M. E. Megargee, WGBI president; Robert F. Riley, Sweeney firm; Scranton Mayor James T. Hanlon; Walter Schlager, Sweeney firm; Willis Jones, Chamber of Commerce secretary, and George D. Coleman, WGBI general manager.

TV CALL LETTERS

FCC assigned the following call letters to TV station permittees: **KRIV (TV) Denver, Col.** (Mountain States Television Co., uhf Ch. 20, TV GRANTS, B•T, Sept. 22), and **KCBD-TV Lubbock, Tex.** (Bryant Radio & Television, vhf Ch. 11, TV GRANTS, B•T, Oct. 13).

HONOLULU TV

KONA Starts Operation

KONA (TV), which started operating Nov. 16, is Honolulu's first TV station to go on the air. Station, owned and operated by Radio Honolulu Ltd., is backed by a group of five Honolulu business men.

Utilizing General Electric equipment, operation started with 123 kw ERP, which will be increased to 316 kw within the first year.

Firm's officers are Walter H. Dillingham, president; Herbert M. Richards, executive vice president; Arthur V. Arner, vice president; Maurice R. Barnes, vice president and attorney; Albert J. Cantrelle, treasurer, and William A. Cottrell, secretary.

Station executives include George H. Bowles, former West Coast station owner-manager, as general manager; Bill Ray, production manager and program director, KFWB Hollywood, as assistant manager and program director; and Vic Rowland, director of publicity, ABC Western Division, as director of public relations.

Station, now using film and local programming, expects to announce affiliation with three of the major networks. Station is represented nationally by Forjoe & Co.

According to GE, the new station went on the air just ten days after the equipment had been shipped by plane from Syracuse. Five GE engineers made the flight to direct the Ch. 11 installation.

KONA also has on order a 50 kw GE amplifier to boost transmitter power ten times, and a six bay antenna to increase its ERP by six times. Total cost of equipment, including the amplifier and antenna to be delivered later, is nearly half a million dollars, Paul L. Chamberlain, GE manager of commercial equipment sales, declared.

RCA COURSE

62 TV Engineers Attend

SIXTY-TWO broadcast engineers from U. S. and Canadian TV stations attended RCA's 14th Technical Training Program last week in Philadephia and at the RCA Victor Div. plant in Camden, N. J.

Conducted by RCA's Engineering Products Dept., the clinic is designed to better acquaint engineers in operation and maintenance techniques of uhf and vhf equipment.

A 200-page, leather-bound textbook containing material covered at the sessions was prepared for each of the broadcasters attending, for subsequent use as a reference guide.

Since RCA held its first TV clinic in May 1947, a total of 1,026 broadcast engineers and video consultants have taken the five-day training course. Last week's clinic closed the 1952 program. Training courses will be resumed in early 1953.

WBRE-TV Wilkes-Barre, Pa., scheduled to begin operations Jan. 1, has named Headley-Reed Co. as its national representative. Making final arrangements are (l to r): Sterling Beeson, vice president, Headley-Reed; David Baltimore, WBRE-TV general manager, and Bill Faber, vice president, Headley-Reed. WBRE-TV has been assigned Ch. 28, and will be affiliated with NBC-TV.

PA. EDUCATORS

Eisenhower Named To Plans Group

HAVING received the blessing of Pennsylvania's Gov. John S. Fine, a two-day conference on educational television closed Thursday after drawing an extensive plan for construction of the necessary stations and programming on the four educational channels allotted to the state of Pennsylvania.

The conference, at Hershey, was attended by 125 educators, leaders in the television industry, and representatives of community organizations from throughout the state. It was called by the Joint Committee on Educational Television for Pennsylvania. Addressing the group Nov. 19, the governor pledged his support and appointed a twenty-man state-wide committee to prepare plans.

Among those named to the committee were Dr. Milton S. Eisenhower, president of Pennsylvania State College; Harold Stassen, president of the U. of Pennsylvania; Dr. Francis B. Haas, state superintendent of public instruction; Roger W. Clipp, general manager of WFIL-AM-TV Philadelphia, and president of the Pennsylvania Assn. of Broadcasters and Telecasters, as well as representatives of other universities and colleges and educator organizations.

Thanks Commercial Broadcasters

At the concluding luncheon, the conference adopted a resolution extending its appreciation to the assistance given the Joint Committee by the commercial broadcasters, and expressed assurance that such cooperation could continue in the future. It also recommended that the following proposals be laid before the Governor's Committee.

(1) An immediate engineering-educational survey of the state;

(2) creation of a division within the Department of Public Instruction to assume such responsibilities as shall be delegated to it by the Governor's Committee on Educational Television;

(3) that the Governor's Committee "give serious consideration" to a plan for local control in applications for license and operation, but that the stations be operated under standards set at state level;

(4) that the state subsidize construction and operations costs, but that efforts be made to meet some of the costs of transferring to television certain expensive educational services now being carried on otherwise; and

(5) that the State Department of Public Instruction seek to promote local interest in areas not falling within the coverage areas of educational televisions stations.

Spadework for the conference was done by the Joint Committee on Educational Television for Pennsylvania, which was set up last July after a series of the conferences with state leaders. Dr. C. R. Carpenter of Pennsylvania State College is chairman of the committee. Last week's conference voted to ask the Steering Committee of the Joint Committee to continue to function until the Governor's Committee is organized and operating.

It is assumed here that necessary legislative authority and appropriations will be sought at the next session of the General Assembly, which convenes in January.

ABC-TV Sales Post

POST of television sales vice president of ABC, vacated by the resignation of John Lanigan to join NBC (see story page 25), probably will not be filled until after FCC acts finally on the proposed merger of ABC and United Paramount Theatres, it was reported last week. Examiner Leo Resnick issued an initial decision to approve the merger 10 days ago and final—and favorable—action is expected within several weeks [B•T, Nov. 17]. Mr. Lanigan moved to NBC to become manager of its Eastern Sales Div.

WFPG-TV DEBUT

Is Planned for Dec. 20

WFPG-TV Atlantic City, N. J., will go on the air Dec. 20, John E. Pearson Co., the station's representative, announced last week.

Utilizing Ch. 46, WFPG-TV will telecast programs from NBC-TV, CBS-TV, DuMont and ABC-TV.

WFPG-TV will operate with an RCA uhf transmitter. Its tower will soar 458 feet.

Dealers and distributors have guaranteed a minimum of 5,000 uhf converters by Jan. 1. There are now 23,967 TV sets in the two counties in WFPG-TV's primary coverage area, it was claimed.

WFPG President Fred Weber said the TV outlet's visual ERP will be 19.7 kw and it will operate from 5 to 11:15 p.m. daily, using the "lowest rate in TV of $150 hourly and $20 for chain break spots and minutes." He said the station will use RCA's first factory-built uhf transmitter.

Staff will include Blair Tron, operations director; Edna Lattimer, film buyer; Earl Godfrey, chief engineer; Pearl Kogen, auditor and personnel director; Sue Hanna, traffic manager; Ed Davis, program director, and Russell Truex, sales manager.

DuMONT ADDS FOUR

All to Begin by Jan. 1

AFFILIATION of four new television stations, all scheduled to go on the air by Jan. 1, with the DuMont Television Network was announced last week by Elmore B. Lyford, DuMont's director of station relations.

The new affiliates: WKAB-TV Mobile, Ch. 48, owned and operated by Pursley Broadcasting Service, to open Dec. 7; WAFB-TV Baton Rouge, Ch. 28, owned and operated by Modern Broadcasting Co. of Baton Rouge Inc., to open Jan. 1; KROD-TV El Paso, Ch. 4, owned and operated by Roderick Broadcasting Corp., to open Dec. 15, and KONA (TV) Honolulu, Ch. 11, owned and operated by Radio Honolulu Ltd. (see story on commencement, this page).

NL&B TV Billing

TELEVISION billing at Needham, Louis and Brorby agency, Chicago, has increased by more than $3 million this year, according to Maurice H. Needham, president. Mr. Needham reported this figure, along with the fact that combined radio-TV billing is $8 million plus, when announcing last week that James G. Cominos, a vice president and account executive, had been named director of radio and television. Alan Wallace continues as manager of the broadcast creative staff.

ZIV BUSINESS

Record-Breaking Year Cited

ESTIMATED increase in business by the end of this year of 115% over 1951 was reported last week by Ziv Television Programs Inc. The success of nine series was credited by the company for its record-breaking sales year.

In addition to the new *Favorite Story* series, scheduled for January release with sales in 27 markets thus far, other Ziv-TV properties and their sales include: *The Unexpected*, 52; *Boston Blackie*, 58; *Your TV Theatre*, 35; *Yesterday's Newsreel*, 21; *Sports Album*, 17; *The Living Book*, 10; *The Cisco Kid*, 60 and *Story Theatre*, 26.

Company also announced sale back-to-back of *Story Theatre* and *Your TV Theatre* to the Hudson dealers in Chicago through the Malcolm Howard Agency. The programs will start Dec. 3 over WGN-TV Chicago.

Sales expansion, company says, has led to appointment of five more Ziv TV field representatives: Frank J. O'Leary, formerly with NBC sales; William R. Dothard, former director of local sales, WFBR Baltimore; Leon Wray, formerly sales manager, Don Lee Network, and Jack Howard, who was with KBON Omaha and Ben Coleman, who was Liberty network sales manager.

RKO EXECUTIVES

Board Chairman Grant Quits

LATEST executive to leave RKO Pictures Corp. was Board Chairman Arnold Grant on Nov. 13, leaving control in the hands of the two remaining directors, Edward Burke Jr. and Sherrill C. Corwin. Ralph E. Stolkin, former president, and two directors resigned earlier [B•T, Oct. 27].

Mr. Grant acted after two men he proposed as directors were rejected by Messrs. Burke and Corwin, who did not offer substitute names.

Rudolph Halley Show

WJZ-TV New York will present a *Report to the People*, starting Wednesday, 8-8:15 p.m. EST, featuring Rudolph Halley, president of New York's city council, in a discussion of city affairs. Mr. Halley has been described as a critic of the current city administration and is expected to air his position on a variety of topics on the weekly, unsponsored program. Mayor Vincent R. Impellitteri, who had been invited to appear on the program on Wednesdays alternate to Mr. Halley's appearance, has advised the station he would be unable to accept because of pressure of official business. In Mayor Impellitteri's stead, the station has invited the five borough presidents of New York to appear on alternate Wednesdays.

SOME members of Ziv Television Programs Inc.'s expanded sales force are shown in conference on Ziv's new *Favorite Story* TV show. Seated (l to r): Michael Sillerman, director of sales training; M. J. Rifkin, vice president in charge of sales, Ziv Television Programs; standing (l to r), four of Ziv's recently added sales representatives: Leon Wray, Frank J. O'Leary, William R. Dothard and Jack Howard.

DTN TV-CENTRE

The Watchwords: Efficiency, Economy

EFFICIENCY and economy are the watchwords at the DuMont Tele-Centre, which by next June will be the focal point of DuMont's New York programming.

Closely cooperating with architect William T. Meyer, who also drew plans for DuMont's Wanamaker studios and for the two New York theatres used for audience programs, DuMont programming and engineering executives have attempted to incorporate all possible features to expedite and improve production.

For example, the continuity acceptance editor's office contains a large-screen cabinet connected to all studios, film projection rooms and rehearsal halls, permitting the editor to supervise all program components from his desk by TV.

Another unique feature is the design of control rooms, a pattern tested at the Ambassador Theatre studio, which eliminates much confusion by separating programming and engineering operations. Program and production men are located in the middle section, with the video engineer at one side and the audio engineer at the rear. The electrician also is situated at the rear so he can control the lighting according to what appears on the monitor screens, instead of by the way things look on the studio floor. Each unit occupies a glass-enclosed space in which it can function with minimum distraction from other operators.

To expedite the handling of filmed commercial announcements and station breaks, the integration of film sequences into live programming or studio commercials into remote pick-ups, cut-in announcements and other quick changes, the Tele-Centre contains a special switching studio which handles all such activities, keeping them out of master control. Throughout the set-up efforts have been made to avert errors before they happen, with the basic principle, "It's got to be right before it starts."

Ground floor office space is arranged to handle actors, writers, sponsors, agency executives and others concerned with programming, from one side of the main lobby, while members of the studio audiences are accommodated at the other. As another aid, one of the two stairways is assigned to program and production personnel, the other to engineers and technicians.

Largest of the building's five studios, a three-story affair with a floor space 110 by 80 ft., can accommodate a full-fledged circus and sets showing the entire face of a building without difficulty. There are four two-story studios, three measuring 70 by 35 ft., and the fourth somewhat larger, 75 by 50 ft. Portable seats will be used for studio audiences for expansion of production space as required.

Control rooms for the studios are located one above the other to simplify wiring and expedite trouble-shooting. Access to control rooms is by ramps instead of stairs, so spare and replacement apparatus can be dollied in.

Props for all programs will be stored in the building, as well as sets for programs telecast daily. A large hand truck will carry sets, props and costumes needed for a program to the studio as a complete unit. The freight elevator, about 10 by 20 ft., is separated from studios by sound locks.

Construction work to transform the nine-story building, built in the 1890s and containing a theatre, a swimming pool, ballrooms, meeting halls, etc., into an up-to-date video program center, was started early this year and now is about 90% complete. Equipment installation already has started and the first studio is expected to be ready for on-the-air operation in mid-January, with the full $4 million project to be finished by June. Tele-Centre is located at 205 East 67th St., New York.

WCCO-TV SIGNAL

Boosted; Bays Doubled

SUCCESSFUL addition of three bays to the WCCO-TV antenna, atop the Foshay Tower in Minneapolis was completed Nov. 14 when the station switched from its temporary antenna which it has used for two months. Improved signal was reported from the entire WCCO-TV market.

The addition increased the number of bays from three to six and the height of the tower from 530 feet to 601 feet. WCCO-TV Ch. 4 superturnstyle antenna has a place on the community tower above that allotted to the 9-bay super-gain antennas which will be used for Chs. 9 and 11. There are eight applicants now before the FCC for these two channels.

Work of co-ordinating the arrangements for use of the tower was handled by WCCO Chief Engineer John M. Sherman. Magney, Tusler & Setter is architect for the Foshay Tower. Design of the tower was by Edwards & York, structural engineering firm, which handled the antenna structure for the Empire State Bldg. in New York.

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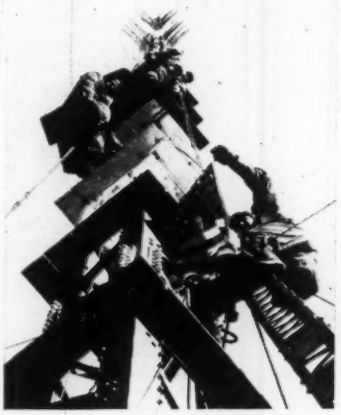


Workmen complete addition of three bays.

P & G Names Compton

PROCTER & GAMBLE Co., Cincinnati, names Compton Adv., New York, to handle its new dentifrice, Gleem toothpaste.

KTBC-TV

CHANNEL 7 — AUSTIN, TEXAS

announces the appointment of

THE O. L. TAYLOR COMPANY

as exclusive

national representatives

effective immediately

Authorized power 102,900 watts ERP
Antenna height—737'
above average terrain
Transmitter—Mt. Larson
3.8 miles west of state capital of Texas

ON THE AIR DECEMBER 1

KTBC-TV is the first TV station in Austin — and on Channel 7, the only VHF channel allocated to the city. Austin is the capital of Texas and the home of the University of Texas.

TO SERVE A POPULATION OF 342,100 PEOPLE

Affiliated with

CBS
NBC - ABC
DuMont
Networks

Know The Best Channel for Texas Viewers

KTBC-TV—AUSTIN, TEXAS • J. C. KELLAM, General Manager

WBTV (TV) CASE

Court Remands to NLRB

PROLONGED dispute involving the discharge of nine technicians at WBTV (TV) Charlotte, N. C., three years ago was remanded by the District of Columbia Court of Appeals to the National Labor Relations Board last week for further hearings.

The court ruled that the labor board had failed to prove its contention that dissemination of certain handbills by the employes was illegal.

The original charges of unfair labor practices were filed by Local 1229 of the International Brotherhood of Electrical Workers (IBEW) and supported in findings of a board trial examiner, NLRB subsequently reversed the initial decision, finding that WBTV did not violate the Labor Management Relations Act.

The handbills attacked the station during the heat of contract negotiations between January and August 1949. According to the board, "the employes . . . deliberately undertook to alienate their employer's customers by impugning the technical quality of his product." It found that distribution of the handbill was not a type of activity protected by law.

"The gist of their appeal to the public was that the employer ought to be boycotted because he offered a shoddy product to the consuming public—not because he was 'unfair' to the employes who worked on that product," the board had noted [B•T, July 2, 1951].

The NLRB decision had charged that the IBEW action caused WBTV "a loss of advertising revenue due to dissatisfaction with its television broadcasting service."

The board also dismissed the complaint that the company, Jefferson Standard Broadcasting Co. (WBT-AM-FM WBTV), had refused to bargain with the AFL union, claiming the local had lost its majority.

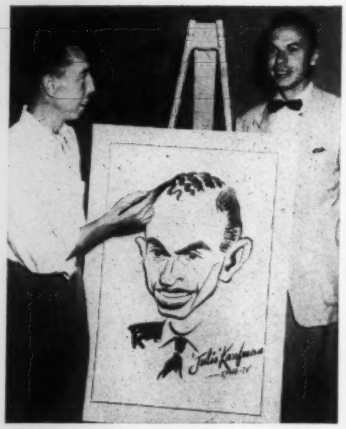
NLRB did rule Jefferson had violated the law in giving Sterling L. Hicks, one of the engineers, an "unsatisfactory" rating with the FCC, but took no action because it found the rating had not injured the technician.

Mr. Hicks previously had been indicted by a grand jury and convicted of charges of conspiracy in attempting to dynamite the station's radio tower. He was identified as business manager of IBEW Local 1229.

Regarding the handbills, NLRB felt that "in our judgment, these tactics, in the circumstances of this case, were hardly less 'indefensible' than acts of physical sabotage."

The court's decision, by Judge David L. Bazelon, said the labor board had misconceived the scope of Sec. 7 of the law, which assures employees the right of collective bargaining, in calling the handbill "hardly less 'indefensible' than acts of physical sabotage."

"We think the Board failed to make the finding essential to its conclusion that the concerted activity was unprotected," Judge Bazelon said. "Sound practices in judicial review of administrative orders precludes this court from determining 'unlawfulness' without a prior consideration and finding by the Board. Since the initial judgment is within the province of the Board, the petition for modification and enforcement of that part of the order before the court is denied and the case is remanded to the Board for further proceedings not inconsistent with this opinion."



EMMETT LANCASTER (l), KPHO-TV Phoenix staff artist, puts finishing touches on caricature of Julian Kaufman (r), station executive sales manager. Series of caricatures satirizing local TV personalities is on display this month at the Arizona State Fair.

SAG POLLED

On Strike Support

SCREEN Actors Guild conducted a referendum of its entire membership last week to learn whether rank-and-file members approve the action of the West Coast and East Coast branches authorizing the executive board to call a strike against the Film Producers and the American Assn. of Advertising Agencies over the issue of TV film commercials.

Complete tabulation of the referendum was not expected before this week.

Negotiations were broken off Oct. 22, principally over the question of re-issue of films [B•T, Oct. 27]. A spokesman for the Film Producers Assn. of New York told BROADCASTING • TELECASTING that there is some sentiment within SAG to call in the Federal Mediation Service in an effort to resolve the dispute. He stressed that authorization of a strike does not necessarily mean a strike.

A report on negotiations will be made at a meeting of the National Television Council in New York Wednesday by Mel Gold, president. The council also will hold nominations for officers for 1953.

Screen Writers Guild earlier had voted support to SWG's pending strike (see story, page 90).

The New Grantees' Commencement Target Dates

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Call	City and State	Ch.	Granted	Commencement	Network	Rep.
WAKR-TV	Akron, Ohio	49	Sept. 4	Spring 1953	.....	Weed
WRTV (TV)	Albany, N. Y.	*17	July 24	Unknown	.....	.....
KFDA-TV	Amarillo, Tex.	10	Oct. 16	March	.....	Branham
KGNC-TV	Amarillo, Tex.	4	Oct. 9	March-April	.....	Taylor
WPAG-TV	Ann Arbor, Mich.	20	Sept. 25	March 15	.....	McGillvra
WCEE (TV)	Asbury Park, N. J.	58	Oct. 2	Late 1953	.....	.....
WISE-TV	Asheville, N. C.	62	Oct. 30	Unknown	.....	.....
WPTV (TV)	Ashland, Ky.	59	Aug. 14	Unknown	.....	.....
WFPG-TV	Atlantic City, N. J.	46	Oct. 30	Dec. 20	NBC, ABC CBS, DuMont	Pearson
KCTV (TV)	Austin, Tex.	18	July 11	Unknown	.....	.....
KTBC-TV	Austin, Tex.	7	July 11	Nov.27	CBS, ABC, NBC	Taylor
KTVA (TV)	Austin, Tex.	24	Aug. 21	Unknown	.....	.....
WAFB-TV	Baton Rouge, La.	28	Aug. 14	Jan. 1	CBS, DuMont	Adam Young
WBCK-TV	Battle Creek, Mich.	58	Nov. 20	July	.....	.....
WBKZ-TV	Battle Creek, Mich.	64	Oct. 30	Unknown	NBC	.....
	Signal Hill Telecasting Corp., Belleville, Ill.	54	Nov. 20	Late 1952 Unknown	CBS	Adam Young .....
	Associated Broadcasters Inc., Bethlehem, Pa.	51	Oct. 30	Unknown	.....	.....
WQTV (TV)	Binghamton, N. Y.	*46	Aug. 14	Unknown	.....	.....
WICC-TV	Bridgeport, Conn.	43	July 11	Jan. 1	ABC	Adam Young
WSJL (TV)	Bridgeport, Conn.	49	Aug. 14	Unknown	.....	.....
WTVF (TV)	Buffalo, N. Y.	*23	July 24	Unknown	.....	.....
WCSC-TV	Charleston, S. C.	5	Oct. 30	April 1	.....	Free & Peters
WOUC (TV)	Chattanooga, Tenn.	49	Aug. 21	Unknown	.....	McGillvra
WTVT (TV)	Chattanooga, Tenn.	43	Aug. 21	Unknown	.....	.....
KRDO-TV	Colorado Springs, Col.	13	Nov. 20	April	.....	McGillvra
WCOS-TV	Columbia, S. C.	25	Sept. 18	March	.....	Headley-Reed
WNOK-TV	Columbia, S. C.	67	Sept. 18	April	CBS	Raymer
	Prairie Television Inc., Decatur, Ill.	17	Nov. 20	Unknown	.....	.....
KBTV (TV)	Denver, Col.	9	July 11	On Air (Oct. 2)	CBS, ABC	Free & Peters
KDEN (TV)	Denver, Col.	26	July 11	Spring 1953	.....	.....
KFEL-TV	Denver, Col.	2	July 11	On Air (July 18)	NBC, DuMont	Blair-TV Inc.
KIRV (TV)	Denver	20	Sept. 18	Unknown	.....	.....
WFTV (TV)	Duluth, Minn.	38	Oct. 24	March 1	.....	.....
WKAR-TV	East Lansing, Mich.	60	Oct. 16	September	.....	.....
	Elmira Television, Elmira, N. Y.	24	Nov. 6	March 8	.....	Forjoe
KEPO-TV	El Paso, Tex.	13	Oct. 24	Early 1943	.....	Avery-Knodel
KROD-TV	El Paso, Tex.	4	July 31	Dec. 15	CBS, DuMont	Taylor
KTSM-TV	El Paso, Tex.	9	Aug. 14	Jan. 1	.....	Hollingbery
WSEE-TV	Fall River, Mass.	46	Sept. 14	May	.....	.....
WATC-TV	Flint, Mich	16	Nov. 20	Unknown	.....	.....
WCTV (TV)	Flint, Mich.	28	July 11	Early 1953	.....	.....
WFTL-TV	Fort Lauderdale, Fla.	23	July 31	March 1	.....	Sears & Ayer
WITV (TV)	Fort Lauderdale, Fla.	17	July 31	Unknown	.....	.....
KFSA-TV	Fort Smith, Ark.	22	Nov. 13	June 1	.....	.....
WFMD-TV	Frederick, Md.	62	Oct. 24	Unknown	.....	.....
KMJ-TV	Fresno, Calif	24	Sept. 18	Unknown	.....	Raymer
	Jacob A. Newborn Jr., Gadsden, Ala.	21	Nov. 6	April	.....	.....
	Gulf Television Co., Galveston, Tex.	11	Nov. 20	March 1	.....	.....
	Rudman Television Co., Galveston, Tex.	41	Nov. 20	Unknown	.....	.....
WBAY-TV	Green Bay, Wis.	2	Nov. 13	March 1	.....	Weed
WCOG-TV	Greensboro, N. C.	57	Nov. 20	Unknown	.....	.....
WHP-TV	Harrisburg, Pa.	55	Sept. 25	May	.....	Bolling
WSON-TV	Henderson, Ky.	50	Nov. 20	Unknown	.....	.....
WHYN-TV	Holyoke, Mass.	55	July 11	Early 1953	.....	Branham
KGMB-TV	Honolulu, T. H.	9	Aug. 7	Dec. 12	ABC	Free & Peters
KONA (TV)	Honolulu, T. H.	11	Oct. 24	On Air (Nov. 16)	DuMont	Forjoe
KUHT (TV)	Houston, Tex.	*8	Aug. 21	Unknown	.....	.....
WIBM-TV	Jackson, Mich.	48	Nov. 20	Unknown	.....	.....
WJTV (TV)	Jackson, Miss.	25	Sept. 11	Dec. 25	CBS, ABC, NBC, DuMont	Katz
WARD-TV	Johnstown, Pa.	56	Nov. 20	Unknown	.....	Weed
WLOK-TV	Lima, Ohio	73	Nov. 20	Unknown	.....	.....
KFOR-TV	Lincoln, Neb.	10	Oct. 16	Jan. 1	.....	Petry
KOLN-TV	Lincoln, Neb.	12	Oct. 2	Feb. 1	.....	Pearson
KRTV (TV)	Little Rock, Ark.	17	Sept. 18	April 15	.....	Pearson
KETV (TV)	Little Rock, Ark.	23	Oct. 30	Unknown	.....	.....
KUSC-TV	Los Angeles	*28	Aug. 28	Unknown	.....	.....
KCBD-TV	Lubbock, Tex.	11	Oct. 9	March	.....	Pearson
KDUB-TV	Lubbock, Tex.	13	Oct. 9	On Air	CBS, DuMont	Avery-Knodel
WLVA-TV	Lynchburg, Va.	13	Nov. 13	Feb. 15	.....	Hollingbery
WWOD-TV	Lynchburg, Va.	16	Nov. 6	Unknown	.....	.....
KSAC-TV	Manhattan, Kan.	*8	July 24	Unknown	.....	.....
WMAC (TV)	Massilon, Ohio	23	Sept. 4	April 1	.....	.....
WKAB-TV	Mobile, Ala.	48	Aug. 7	Dec. 7	DuMont	Forjoe
WCOV-TV	Montgomery, Ala.	20	Sept. 18	March 1	.....	Taylor
WLBC-TV	Muncie, Ind.	49	Oct. 30	March 1	.....	.....
WNBH-TV	New Bedford, Mass.	28	July 11	Unknown	.....	Walker
WKNB-TV	New Britain, Conn.	30	July 11	Jan. 15	.....	Bolling
WKST-TV	New Castle, Pa.	45	Sept. 4	February	.....	Meeker
WGTV (TV)	New York City	*25	Aug. 14	Unknown	.....	.....

(Continued on page 84)

DTN-Dealers Dinner

DR. ALLEN B. DuMONT, president of Allen B. DuMont Labs., and several DuMont Television Network executives are slated to attend a dinner for TV dealers in the Roanoke-Lynchburg-Bluefield area today (Monday) at the Hotel Roanoke. The Bluefield Supply Co. is sponsoring the meeting, anticipating early television in the area because FCC has issued construction permits for stations in Roanoke and Lynchburg.

Congratulations

KTBC-TV

AUSTIN, TEXAS

Another Post-Freeze TV Station

—all RCA-equipped

RCA **RADIO CORPORATION of AMERICA**
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

W
CBS-T
V-WCAU
TV-WTOP-T
V-WBTV-WIF
V-KSLTV-KMJ

Our Mr. H.* is an <u>extra</u>-

XUM

The symptoms are common. You are putting together a TV spot schedule. You're eager for facts, then baffled and, in the end, mentally myopic... you have TV spots before your eyes.

- specialist

That's where our Mr. H. comes in. As a TV spot specialist, he is prepared for your most delicate operation. And as an *extra*-specialist, he offers you more than anyone else.

He's the best-traveled account man in his seven top television markets... with the most first-hand facts and the best perspective on these markets you'll find anywhere.

He works side-by-side with TV spot's finest research staff. If it's thorough, case-hardened research you are looking for, they are the consultants for you.

And our Mr. H. has the surest hand with local live talent in the business. He will guarantee the product you sell its warmest welcome ever.

Next time you're planning TV spot, let's talk about *your* operation. Mr. H. will be most happy to take the case.

CBS TELEVISION SPOT SALES

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; WTOP-TV, Washington; WBTV, Charlotte; WAFM-TV, Birmingham; KSL-TV, Salt Lake City; and KNXT, Los Angeles.

*Mr. H. H. Holtshouser of Memphis, or Mr. Robert B. Hoag of New York. Or then again, our Messrs. A. through Z.

Fourteen in New Grants Batch

(Continued from page 71)

request for an experimental TV outlet to operate on Ch. 49 to investigate uhf propagation and the effects of local rough terrain "involves questions which indicate the necessity of a hearing," particularly in view of the competing applications.

Howard-Yale Inc., Palm Springs, Calif., was advised that its application to build an experimental booster station to amplify the signal of all Los Angeles vhf stations "in order to determine the feasibility of providing TV service beyond the normal reception range," involves questions requiring a hearing.

The Ch. 16 grant to WTAC-TV Flint is the second uhf authorization for that city, the first being the July 11 grant of Ch. 28 to Trans-American Television Corp. for WCTV (TV), slated to commence in early 1953.

The grant of Evansville's Ch. 50 to WSON Henderson, Ky., was made possible by the 15-mile rule of the Sixth Report which allows application for use of a channel anywhere within 15 miles of the principal city to which it is assigned without amendment of the assignment table.

Grant of Ch. 9 to Cowles Broadcasting, Sioux City, Iowa, is the second authorization within a fortnight to that city, the earlier being uhf Ch. 36 to Great Plains Television Properties [B•T, Nov. 3]. Cowles is operator of KRNT Des Moines and WNAX Yankton. Robert R. Tincher, vice president and general manager of WNAX, reported the new Cowles' TV outlet will be put on the air as fast as possible.

Paul E. Taft, Houston businessman and part owner of Gulf Television, Ch. 11 grantee at Galveston, reported the new outlet hopes to be on the air by March 1 although no equipment has been purchased. Two manufacturers have promised December delivery, he said, but tower construction is the "stumbling block," indicating Jan. 15 starting date would be possible if it were not for the latter problem. The Ch. 11 grant was made possible by withdrawal of Mirador Television.

Oil producer M. B. Rudman is sole owner of Rudman Television, Ch. 41 grantee at Galveston. He also is applicant at Bismarck and Minot, N. D.

Evans A. Nord, commercial manager of KELO Sioux Falls, S. D., Ch. 11 grantee, said commencement has been set for Feb. 1, and RCA equipment will be used. O. L. Taylor Co. will be representative.

Joseph H. Rohrer, KRDO Colorado Springs, Ch. 13 grantee, reported target date for March or April and said RCA equipment will be used. He is negotiating with NBC and ABC for affiliation. Joseph Hershey McGillvra Inc. will be representative.

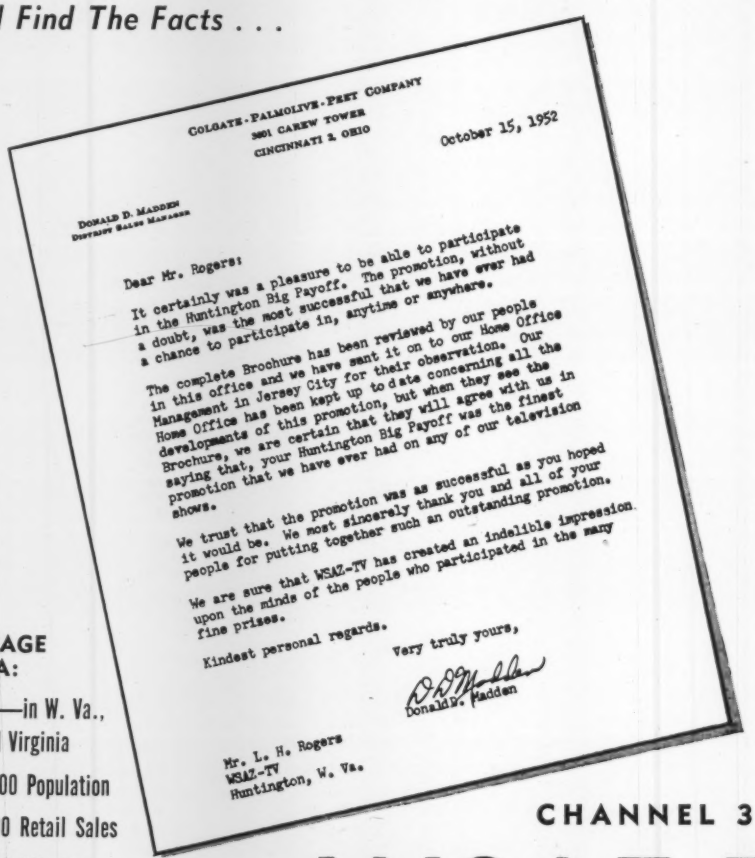
WBCK-TV Battle Creek, according to President Robert H. Holmes, plans to commence operation on Ch. 58 in mid-1953. RCA equipment is planned.

WARD-TV Johnstown, Ch. 56 grantee, plans RCA and DuMont equipment. According to Robert Nelson, general manager, the station hopes to set a construction speed record. CBS affiliation is expected. Weed & Co. is representative.

SUCCESS!

Over WSAZ-Television
"The World's Most Powerful"

A WELL-USED WORD... but COLGATE-PALMOLIVE-PEET CO. Believes WSAZ-Television Came Through Magnificently . . . *Read Their Story and Find The Facts . . .*



COLGATE-PALMOLIVE-PEET COMPANY
501 CAREW TOWER
CINCINNATI 2, OHIO

October 15, 1952

DONALD D. MADDEN
DISTRICT SALES MANAGER

Dear Mr. Rogers:

It certainly was a pleasure to be able to participate in the Huntington Big Payoff. The promotion, without a doubt, was the most successful that we have ever had a chance to participate in, anytime or anywhere.

The complete Brochure has been reviewed by our people in this office and we have sent it on to our Home Office Management in Jersey City for their observation. Our Home Office has been kept up to date concerning all the developments of this promotion, but when they see the Brochure, we are certain that they will agree with us in saying that, your Huntington Big Payoff was the finest promotion that we have ever had on any of our television shows.

We trust that the promotion was as successful as you hoped it would be. We most sincerely thank you and all of your people for putting together such an outstanding promotion.

We are sure that WSAZ-TV has created an indelible impression upon the minds of the people who participated in the many fine prizes.

Kindest personal regards.

Very truly yours,

Donald W. Madden

Mr. L. H. Rogers
WSAZ-TV
Huntington, W. Va.

COVERAGE AREA:

- 103 Counties—in W. Va., Ohio, Ky. and Virginia
- Over 3,000,000 Population
- 1,828,557,000 Retail Sales
- 2,873,118,000 Effective Buying Power
- 84,000 WATTS

CHANNEL 3

WSAZ-TV

HUNTINGTON, WEST VIRGINIA

TNT REPORT

Outlined by Halpern

PAST successes of theatre television and an outline of its future were detailed for Independent Theatre Owners in Chicago Tuesday by N. L. Halpern, president of Theatre Network Television.

Mr. Halpern was key speaker on a panel discussion which was sent close circuit to the Hotel Morrison and projected on a large RCA screen for members of Allied States Assn. of Motion Picture Exhibitors, attending an annual convention Monday through Thursday with theatre equipment manufacturers and dealers.

Others who appeared on the telecast with Mr. Halpern were these members of Allied's TV committee: Trueman T. Rembusch, chairman, and Jack Kirsch, Leon B. Back, Wilbur Snaper, John Wolfberg, Nathan Yamins, all independent exhibitors.

Mr. Halpern asserted theatre TV will continue regardless of the outcome of FCC's hearings slated for January, because the Commission has awarded channels to common carriers, such as AT&T, for use by theatre television. His group, however, seeks allocation of additional channels for motion picture usage.

Theatre TV equipment can be paid off in five years, he said, pointing to monies made by theatres which carried the Walcott-Marciano fight. This bout was carried in 50 theatres in 33 cities, whereas the first networked show for theatres in the summer of 1951 was seen in only nine theatres in seven cities, located primarily in the East.

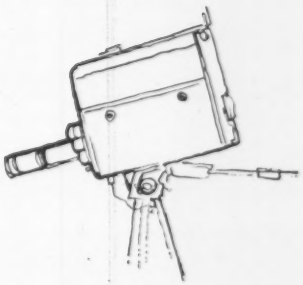
Theatre Network Television now has coast-to-coast facilities, he reported, and installations are being made rapidly.

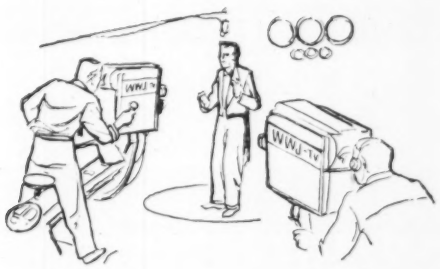
DuMont Labs. Dividend

QUARTERLY dividend of 25 cents per share on outstanding shares of 5% cumulative convertible preferred stock was declared last week by the board of directors of the Allen B. DuMont Labs. Inc. It is payable Jan. 1 to preferred stockholders of record at the close of business Dec. 15.

WWJ-TV

busiest station in television





At time-change, a weekly total of 5½ hours of new studio shows were added to the busy WWJ-TV schedule that already averaged more than 5 hours of live studio programming daily.

MUSICALLY SPEAKING	**7:15 P.M.** *Mondays . . . a quarter-hour variety show with Janie Palmer and Marv Welsh.*
STUMP US	**6:30 P.M.** *Wednesdays . . . Johnny King and Mary Roy test their musical memories.*
U. OF M. FOOTBALL FILMS	**6:30 P. M.** *Mondays . . . Fritz Crisler comments on Saturday's football game.*
FAYE ELIZABETH	**6:00 to 6:05 P.M.** *Mondays thru Fridays . . . household hints.*
SPORTS ROUNDUP	**6:05 to 6:15 P.M.** *Mondays thru Fridays . . . Paul Williams, popular sportscaster reviews sports news.*
CLUB ARTHUR MURRAY	**8:00 P.M.** *Fridays . . . a popular spot with Doris Eaton Travis as hostess.*
YOUR HOLLYWOOD HOST	**1:00 P.M.** *Mondays thru Fridays . . . Bill Kennedy, star of more than 150 movies, as film host.*

A station that's busy is a station that's getting business for its clients. Let WWJ-TV do a selling job for your product in the 4-billion dollar Detroit market.

WWJ TV

NBC AFFILIATE

ASSOCIATE AM-FM STATION WWJ

FIRST IN MICHIGAN • *Owned and Operated by* **THE DETROIT NEWS** • *National Representatives:* **THE GEORGE P. HOLLINGBERY COMPANY**

KOIN To Appeal Ruling

(Continued from page 71)

equipment, construction and installation substantially exceed those set forth in petitioner's application."

"In the light of this information," the KXL petition said, "petitioner has some question as to its present financial ability to erect and operate a television station in Portland."

Examiner Smith meanwhile, at KOIN's request, continued the Ch. 6 hearing until Dec. 1 pending Commission action on the appeal. Portland's Ch. 12 hearing was completed before Examiner Smith last Thursday, except for issues relating to possible interference to local AM stations. The latter testimony is to be heard starting Feb. 12.

The Ch. 12 competition includes bids of Oregon Television Inc., Columbia Empire Telecasters (KPOJ) and Northwest Television and Broadcasting Co. A great part of last week was devoted to examination of John D. Keating, a principal partner.

Mr. Keating, who is part owner of KPOA Honolulu, was questioned about KPOA's competitive bid for Ch. 4 with that of KGU Honolulu, as well as an earlier AM application in which he had interest that was in competition with Royal V. Howard for 850 kc. Mr. Howard now is owner of KIKI Honolulu, a 250 w outlet on 860 kc.

Newspaper's Operations

Significant decision is awaited in Wichita TV hearings for Ch. 3 which would require *Wichita Eagle*-KFH to present documents concerned with newspaper's operations dating back to 1930 [B•T, Nov. 17].

FCC Hearing Examiner Hugh B. Hutchison has promised to rule Friday or today (Monday) on a motion by KFH to quash a subpoena already issued calling for that material. The subpoena was requested by KANS which, with Wichita Television Corp., is competing for Ch. 3.

Essence of the reasons for the subpoena, given in a memorandum to Examiner Hutchison by KANS, seems to point in the direction of establishing possible anti-trust violations by the *Wichita Eagle*. Reference was made in the memorandum to the recent *New Orleans Times-Picayune* case, the *Lorain* (Ohio) *Journal* case, and "forced advertising." Some items seem to point to an attempt to show that the *Wichita Eagle* promoted its subsidiary KFH to the detriment of other stations in the Wichita area.

KFH exhibits indicated that it planned a staff of 111 for the proposed TV station, of which 52 would be solely devoted to TV. It estimated cost of construction at $757,669.10, first year's operations at $597,411.88, and estimated first year's revenue at $426,500 with a $300 per Class A hour rate and $48 for announcements.

The KFH balance sheet as of Sept. 30 showed total current assets of $149,314.44 and total current liabilities of $68,846.24. KFH made a net profit after taxes in 1950 of $119,423.19, in 1951 of $125,902.37 and for nine months of 1952 of $141,238.40.

Exhibits also showed that KFH spent $53,435.06 for a camera chain to train personnel for TV.

In Tampa-St. Petersburg, third applicant for Ch. 8 started Friday, following the completion of the WTSP case. Other applicant is WFLA. Tampa Bay Area Telecasting Corp.'s first witness was Dr. Ludd M. Spivey, president of Florida Southern College at Lakeland. Dr. Spivey is a member of the Tampa Bay program advisory council.

Today, Tampa Bay stockholders Dr. and Mrs. Joseph J. Ruskin, Dr. Chester Goodnow and L. W. Baynard are scheduled to appear. Dr. Ruskin is also chairman of the health and civil defense advisory committee to the proposed station; Mr. Ruskin, educational programs; Dr. Goodnow, veterans; Mr. Baynard, religious. Mrs. Ruskin is also a vice president of the company.

* * *

PRINCIPALS in WGL and WKJG Fort Wayne, Ind., competitors for uhf Ch. 33 there, listen to proceeding before FCC Examiner Fanney N. Litvin. Front row (l to r): Miss Helene R. Foellinger, owner, WGL and News Pub. Co.; Leslie Popp, vice president-treasurer and 28.5% owner, WKJG; and Calo Mahlock, WKJG program director. Behind them are Henry Page, vice president-treasurer, WGL, and Edward G. Thoms, general manager, WKJG.

*CORRIDOR lineup of KRIC-*Beaumont *(Tex.)* Enterprise *and* Journal *officials during TV hearing for Ch. 6 in Washington. L to r: W. W. Ward, editor,* Beaumont Journal; *E. C. Davis, executive vice president, Enterprise Co.; R. W. Akers, editor,* Beaumont Enterprise; *O. E. Davis, president, Enterprise Co.; Charles Baskerville, manager, KRIC.*

* * *

The Tampa-St. Petersburg hearings will recess after tomorrow until Dec. 8. During that time, depositions of other Tampa Bay stockholders will be taken in Florida.

New hearing beginning last week was for Ch. 6 in Beaumont-Port Arthur, Tex. Three contestants are KRIC, KTRM and KFDM. KRIC began the hearings, which are being held before Hearing Examiner Annie N. Hunnting, with Forrest McClenning, FCC counsel.

KRIC Plans

KRIC plans to spend $466,135.80 to build, $321,966 for first year's operations, with estimated revenue $325,000 on a $250 Class A hour rate and $50 per announcement rate. Station plans to employ 32 people in the TV station.

KRIC is owned by the Enterprise Co., publisher of the *Beaumont Enterprise* and *Journal*. Enterprise Co. balance sheet for Sept. 1, showed current assets as $415,915.51, current liabilities $394,451.02. Current assets included KRIC plant and equipment carried at $145,040.10 and KRIC accounts receivable at $13,089.76.

Appearing for KRIC were R. W. Akers, editor of the *Beaumont Enterprise;* W. W. Ward, editor of the *Beaumont Journal*, and Charles Baskerville, manager, KRIC.

Next Beaumont Ch. 6 applicant to present its case will be KFDM.

The Fort Wayne hearing for uhf Ch. 33, which began Monday before Examiner Fanney N. Litvin, involves the competitive applications of WKJG and WGL. All of last week was devoted to the WKJG presentation and WGL is to offer its direct case this week.

The Duluth, Minn.-Superior, Wis. hearings for Chs. 3 and 6 began before Examiner Herbert Sharfman with the full week being devoted to engineering presentation and proposed coverage arguments between the Ch. 6 applicants, WDSM Superior and WREX Duluth. Lay testimony is not expected to commence until early December because of the engineering deadlock.

WEBC Duluth, Ch. 3 applicant, petitioned the Commission a fortnight ago to consolidate the two channel hearings because of the Sec. 307 (b) issue (fair distribution of services) which is involved [B•T, Nov. 17]. WEBC asked continuance of both proceedings until a ruling but the examiner requested the Ch. 6 contestants to begin their engineering data in the interim. WEBC is opposed for Ch. 3 by KDAL Duluth. The Ch. 3 case is scheduled Dec. 17.

Sacramento Hearings

The Sacramento hearings, involving Chs. 3, 10, 40 and 46, have been also stalled temporarily because of engineering conflict involving proposed antenna sites on Pine Hill, 29 miles from the city. The state has ruled that only one tower permit will be issued for Pine Hill, requiring applicants who want to use the site to amend their proposals to show a common antenna structure. The site also poses shadow problems for uhf applicants.

Further conference is to be held today (Monday) on the engineering difficulties before Examiner Thomas H. Donahue. Presently, the Ch. 10 hearing is to resume Dec. 15, Ch. 3 on Jan. 1, Ch. 40 about Feb. 1 and Ch. 46 sometime in February.

Ch. 10 competitors are KFBK and Sacramento Telecasters Inc. Seeking Ch. 3 are KXOA, KCRA and KROY. Maria Helen Alvarez and Cal Tel Co. are competing for Ch. 40 while John Poole Broadcasting Co. and Jack O. Gross are contestants for Ch. 46.

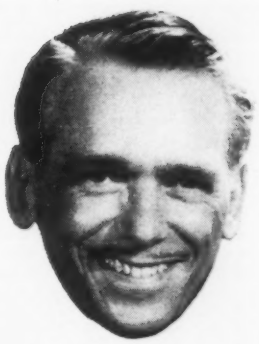
The Flint hearing for Ch. 12, slated to begin last Monday before Examiner Benito Gaguine, has been continued until Tuesday when engineering testimony will be offered. Contestants are WJR Detroit, WFDF Flint and W. S. Butterfield Theatres Inc.

The Harrisburg hearing for Ch. 27 between WCMB and WHGB, scheduled to have begun earlier, is to commence Friday before Examiner William G. Butts.

XUM

NBC opens a new era for local advertisers...

fine television drama at a practical price



"Douglas Fairbanks, Jr. Presents (Your Brand Name) Theater"

No more must local and regional advertisers settle for less than the very *finest* TV drama to showcase their products. For now NBC presents 39 half-hour film programs that measure up to the best ever offered by network television, Hollywood, or the Broadway stage.

"Douglas Fairbanks Presents" is filmed *on location* in the great capitals of America and Europe. It stars the top talent of two continents in a variety of original and classic stories . . . it runs the gamut of suspense, high comedy and deep drama . . . and its host, director and occasional star is Douglas Fairbanks, Jr., himself.

"Douglas Fairbanks Presents" is a program for local advertisers to use with pride, and success — similar network TV drama rates consistently in the 30's and 40's. Best of all, it's a fine dramatic program at a *practical* price.

For further information on this new film series, and other NBC Quality Films, write, call, or wire:

"Douglas Fairbanks Presents" was sold in 23 cities before its first appearance. There's still time to put it to work in 43 major markets. See your NBC-TV film representative now.

NBC film programs

30 Rockefeller Plaza, New York 20, N. Y. • Offices in: New York, Chicago, Los Angeles

a service of America's No. 1 Network

FLASH!

WAVE-TV
OFFERS TOP AVAILABILITY!

A few excellent spot participations are now available on "THE OLD SHERIFF"—WAVE-TV's amazingly popular film series, *for kids of all ages!*

FORMAT: A complete Western film or Mickey Mouse type cartoon shown each day. Film is cleverly introduced and summarized from an authentic Western jail setting by "The Old Sheriff", played by WAVE-TV's versatile Foster Brooks.

FOSTER BROOKS—A colorful, dynamic television personality, known and loved by thousands and thousands of WAVE-TV viewers. He gives the show a remarkable "live" touch, lifting it head and shoulders above conventional film programs!

TIME: 5:30 to 6:00 P.M., Monday thru Friday—a wonderful before-supper time slot!

CHECK WITH: F & P!

WAVE-TV
FIRST IN KENTUCKY
Channel 5
NBC • ABC • DUMONT
LOUISVILLE, KENTUCKY
FREE & PETERS, Inc.
Exclusive National Representatives

film report

Sales . . .

Peerless Television Productions Inc., New York, announced last week it has concluded a pre-opening deal with **KHQ-TV Spokane** for the company's group of 26 film features, including "Raw Deal," "My Son, My Son," "Last of the Mohicans" and "Brewster's Millions."

Peerless has also signed with **KING-TV Seattle** for a re-run on the films and with **KMTV (TV) Omaha, WJAC-TV Johnstown, Pa., KPHO-TV Phoenix** and **KFMB-TV San Diego,** according to General Sales Manager Maurice Gresham.

* * *

Packard Motor Car Co., Detroit, renewed *Rebound*, half-hour film series produced by **Bing Crosby Enterprises**, Culver City, on an alternate weekly basis on 18 stations, from Nov. 20. Initial station lineup consists of **KTTV (TV) Hollywood, WABD (TV) New York, WFIL-TV Philadelphia, WTTG (TV) Washington, WGN-TV Chicago, WAAM (TV) Baltimore, WTVN (TV) Columbus, WDTV (TV) Pittsburgh, WXEL (TV) Cleveland, WCPO-TV Cincinnati, WFAA-TV Dallas, KEYL (TV) San Antonio, WTTV (TV) Bloomington, Ind., WNAC-TV Boston, WXYZ-TV Detroit, WFMY-TV Greensboro, KSTP-TV Minneapolis** and **KGO-TV San Francisco.** Agency is **Maxon Inc.**

Distribution . . .

Specialty Pictures Corp., New York, has acquired TV distribution rights for feature film, "Jigsaw," starring Franchot Tone, Myron McCormick and Jean Wallace.

* * *

Sterling Television Co., New York, distributing five-minute sports quiz film, *Beat the Experts*, featuring sports personalities. Series created by **Telenews Productions Inc.**

* * *

Cornell Film Co., New York, has acquired distribution rights from United Films of Tel Aviv for film feature, "The Life and Times of Chaim Weitzman."

Availabilities . . .

Association Films, New York, is offering TV stations free-loan movie, "The Miracle of Rubber," a 22-minute documentary film on the growth of the rubber industry.

Production . . .

Production has started on NBC-TV's *Life of Riley* at Hal Roach Studios, Culver City, to be sponsored by **Gulf Oil Corp.**, Pittsburgh, on NBC stations east of the Rocky Mts. Agency is **Young & Rubicam Inc.**, Hollywood.

New Grantees' Commencement Target Dates

(Continued from page 76)

Call	City and State	Ch.	Granted	Commencement	Network	Rep.
	Southland Television Inc., Pensacola, Fla.	15	Nov. 13	June	.....	Young
WEEK-TV	Peoria, Ill.	43	Aug. 28	January	.....	Headley-Reed
KPTV (TV)	Portland, Ore.	27	July 11	On Air (Sept. 19)	NBC	NBC Spot Sales
KCSJ-TV	Pueblo, Col.	5	Oct. 30	March 1	.....	Avery-Knodel
KDZA-TV	Pueblo, Col.	3	Nov. 13	Unknown	.....	.....
WETV (TV)	Raleigh, N. C.	28	Oct. 16	March 1	.....	Avery-Knodel
WROH (TV)	Rochester, N. Y.	*21	July 24	Unknown	.....	.....
WHTV (TV)	Syracuse, N. Y.	*43	Sept. 18	Unknown	.....	.....
WEEU-TV	Reading, Pa.	33	Sept. 4	May 15	.....	Headley-Reed
WHUM-TV	Reading, Pa.	61	Sept. 4	Dec. 7	CBS	H-R Reps.
WROV-TV	Roanoke, Va.	27	Sept. 18	Dec. 15	ABC	Burn-Smith
WSLS-TV	Roanoke, Va.	10	Sept. 11	Dec. 1	NBC	Avery-Knodel
WTVO (TV)	Rockford, Ill.	39	Sept. 11	Unknown	.....	.....
WKNX-TV	Saginaw, Mich.	57	Oct. 2	February	.....	Gill-Keefe & Perna
KFEQ-TV	St. Joseph, Mo.	2	Oct. 16	Unknown	.....	Headley-Reed
WSUN-TV	St. Petersburg, Fla.	38	Oct. 9	May 1	.....	Weed
KITO-TV	San Bernardino, Calif.	18	Nov. 6	Fall 1953	.....	Hollingbery
WKAQ-TV	San Juan, P. R.	2	July 24	1954	.....	Inter-American
	Santa Barbara Bcstg. & Telecasting Corp., Santa Barbara, Calif.	3	Nov. 13	May	ABC, DuMont, CBS, NBC	.....
WGBI-TV	Scranton, Pa.	20	Aug. 14	April	.....	Blair-TV Inc.
WTVU (TV)	Scranton, Pa.	73	Aug. 14	Dec. 25	.....	.....
KWTV (TV)	Sioux City, Iowa	36	Oct. 30	Unknown	.....	.....
	Cowles Bcstg. Co., Sioux City, Iowa	9	Nov. 20	Unknown	.....	.....
KELO-TV	Sioux Falls, S. D.	11	Nov. 20	Feb. 1	.....	Taylor
WSBT-TV	South Bend, Ind.	34	Aug. 28	Late 1952	.....	Raymer
KHQ-TV	Spokane, Wash.	6	July 11	January	NBC	Katz
KXLY-TV	Spokane, Wash.	4	July 11	Dec. 25	CBS, ABC, DuMont	Walker, Pac. NW Bcstrs.
WWLP (TV)	Springfield, Mass.	61	July 11	Late 1952	.....	Hollingbery
KTTS-TV	Springfield, Mo.	10	Oct. 9	April	.....	.....
KOPO-TV	Tucson, Ariz.	13	Nov. 13	Jan. 15	.....	Hollingbery
KVOA-TV	Tucson, Ariz.	4	Nov. 13	Unknown	.....	Raymer
	Central Texas Television Co., Waco, Tex.	34	Nov. 13	Unknown	.....	.....
WHHH-TV	Warren, Ohio	67	Nov. 6	Unknown	.....	.....
WATR-TV	Waterbury, Conn.	55	Oct. 30	Unknown	.....	.....
	White Television Co., Wichita Falls, Tex.	22	Nov. 6	April	.....	.....
WBRE-TV	Wilkes-Barre, Pa.	28	Oct. 2	Jan. 1.	NBC	Headley-Reed
WILK-TV	Wilkes-Barre, Pa.	34	Oct. 2	Feb. 1	ABC-DuMont	Avery-Knodel
WRAK-TV	Williamsport, Pa.	36	Nov. 13	Unknown	.....	.....
WNOW-TV	York, Pa.	49	July 11	Early 1953	DuMont	.....
WSBA-TV	York, Pa.	43	July 11	Dec. 1	ABC	Radio Reps
WFMJ-TV	Youngstown, Ohio	73	July 11	Early 1953	NBC	Headley-Reed
WKBN-TV	Youngstown, Ohio	27	July 11	Early 1953	.....	Raymer
WUTV (TV)	Youngstown, Ohio	21	Sept. 25	Unknown	.....	.....

* Educational permittees.

Some spots are better than others

In Los Angeles, where retail food sales total more than 2½ *billion* dollars per year, KNBH has best spot availabilities. *FOODS FOR THOUGHT*, on Monday thru Friday, 11-11:30 AM, offers top merchandising assistance, big audience. Stars are hard-selling Jane Hawkins and Jimmy Wallington.

For the best spot, at the right time, at the right place use

KNBH Channel 4
HOLLYWOOD

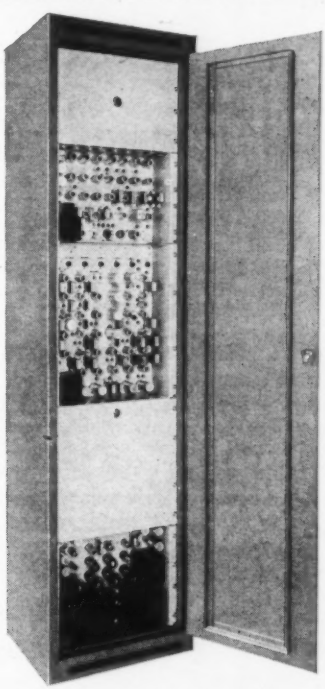
Represented by NBC SPOT SALES

Advanced Design for Utmost Stability and Reliability

Federal Television

FEDERAL SYNC GENERATOR FTL-63A

High speed binary frequency divider circuits with short transition times eliminate need for expensive cathode ray monitoring. Provides stable pulse source regardless of tube or line voltage variations.



- Choice of 5 lock-in sources: crystal, power line, free, external or interlace.
- No timing operating controls other than master oscillator frequency.
- Linearity dot pattern mixed with blanking available on a separate output jack for testing receivers and monitors.
- Both negative and positive outputs available independently.
- Excellent transient characteristics.

FEDERAL TELECOMMUNICATION LABORATORIES — FTL

Federal Telecommunication Laboratories, Inc.

an associate of the International Telephone and Telegraph Corp.

500 Washington Ave. Nutley, N. J.

Domestic Distributors: Graybar Electric Co., Inc. • Offices in 108 cities

Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

Canadian Distributors: Federal Electric Manufacturing Co., Ltd., Montreal, P. Q.

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . . there are

265,000

Sets in use in WFBM-TV's coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

WFBM-TV

Channel 6

"First in Indiana"

telestatus

'Lucy' Leads in Latest Ratings

(Report 243)

RATINGS for top 15 regularly scheduled once-a-week TV shows and 10 regularly scheduled multi-weekly TV shows were issued by The Pulse last week, based on Oct. 8-14 programs, as follows:

TOP 15 ONCE-A-WEEK SHOWS

	Program	Program Average Rating Oct.	Sept.
1	I Love Lucy (Mon., CBS)	42.3	..
2	Texaco Star Theatre (Tues., NBC)	41.3	..
3.	Godfrey's Talent Scouts (Mon., CBS)	39.7	33.5
4	Your Show of Shows (Sat., NBC)	36.4	33.1
5	Godfrey and Friends (Wed., CBS)	35.9	31.3
6	Dragnet (Thurs., NBC)	35.2	..
7	Colgate Comedy Hour (Sun., NBC)	34.1	..
8	You Bet Your Life (Thurs., NBC)	33.0	27.1
9	Fireside Theatre (Tues., NBC)	30.3	..
10	Red Skelton (Sun., NBC)	29.6	..
11	TV Playhouse (Sun., NBC)	29.4	26.7
12	All Star Revue (Sat., NBC)	28.2	..
13	What's My Line? (Sun., CBS)	27.7	25.6
14	Boxing (Wed., CBS)	27.5	26.4
15	Mama (Fri., CBS)	27.4	24.7

TOP 10 MULTI-WEEKLY SHOWS

1	Howdy Doody (Mon.-Fri., NBC)	13.5	11.2
2	Perry Como (Mon., Wed., Fri., CBS)	12.3	11.3
3	Camel News Caravan (Mon.-Fri., NBC)	12.1	10.4
4	Kate Smith (Mon.-Fri., NBC)	11.3	..
5	Dinah Shore (Tues., Thurs., NBC)	11.0	8.8
6	Captain Video (Mon.-Fri., DuMont)	9.7	7.7
7	Strike it Rich (Mon.-Fri., CBS)	8.7	8.3
8	Big Payoff (Mon.-Fri., NBC)	8.5	7.8
9	CBS-TV News (Mon.-Fri., CBS)	8.2	7.7
10	Hawkins Falls (Mon.-Fri., NBC)	7.9	8.4

Trendex Ratings Given For Week of Nov. 1

TRENDEX ratings of the top 10 evening and network sponsored TV programs based on one live program for the week of Nov. 1-7 showed CBS-TV's *I Love Lucy* in first place. Listings were as follows:

Rank	Program	Rating
1	I Love Lucy (CBS)	58.5
2	Godfrey's Talent Scouts (CBS)	43.1
3	Godfrey's Friends (CBS)	41.3
4	Dragnet (NBC)	40.8
5	Jack Benny (CBS)	36.7
6	T-Men in Action (NBC)	30.7
7	Our Miss Brooks (CBS)	30.5
8	Your Show of Shows (NBC)	30.5
9	What's My Line? (CBS)	30.4
10	Strike it Rich (CBS)	29.3

* * *

It's 'Lucy' First, Hooper Reports

CBS-TV's *I Love Lucy* took first place in ratings in all six cities surveyed in the "Hooperade of Stars" for October, following its return from summer hiatus, C. E. Hooper Co. reported last week. Only one other show—NBC-TV's *Your Show of Shows* — placed among the first 15 programs in each of the six cities, although six made the first 15 in five cities. The cities: New York, Chicago, Los Angeles, Philadelphia, Boston, Detroit.

Survey Made of Chicago Set Market

TV dealers in Chicago still can sell an estimated 660,000 sets, despite the city's current "saturation" figure of 1,231,854. The *Chicago Tribune*, licensee of WGN-AM-TV Chicago, reports that 84.8% of the 660,000 figure it cites is a replacement market.

The newspaper has just completed a study, "The Opportunity for TV Set Sales During the Second Offensive in the Chicago Market," based on 3,000 interviews in the city and suburbs. A check on set purchase dates shows that about 500,000 of the sets now in use throughout the area have small screen sizes. This coincides roughly with the *Tribune* survey, which reports that 36% of the TV families answered that they had 14-inch screens or smaller.

Other replacements will be in demand by families dissatisfied with their present sets because of the model or performance, adding another 60,000 to the area's potential.

Plans by 19.3% of non-TV homes to purchase a video set, according to the survey, adds 103,072 prospects to the list.

Weekly Television Summary—November 24, 1952—Telecasting Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	104,967
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	434,807
Binghamton	WNBF-TV	97,000
Birmingham	WAFM-TV, WBRC-TV	122,000
Bloomington	WTTV	194,050
Boston	WBZ-TV, WNAC-TV	945,914
Buffalo	WBEN-TV	292,803
Charlotte	WBTV	255,237
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,231,854
Cincinnati	WCPO-TV, WKRC-TV, WLWT	383,000
Cleveland	WEWS, WNBK, WXEL	660,547
Columbus	WBNS-TV, WLWC, WTVN	237,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	193,130
Davenport	WOC-TV	156,000
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Dayton	WHIO-TV, WLWD	253,000
Denver	KFEL-TV, KBTV	78,198
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
Erie	WICU	175,550
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	193,130
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	135,896
Houston	KPRC-TV	201,000
Huntington-Charleston	WSAZ-TV	177,637
Indianapolis	WFBM-TV	265,000
Jacksonville	WMBR-TV	80,000
Johnstown	WJAC-TV	177,301
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	243,357
Lancaster	WGAL-TV	172,646
Lansing	WJIM-TV	120,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV	1,381,452
Louisville	WAVE-TV, WHAS-TV	179,820
Lubbock, Tex.	KDUB-TV	7,000
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	159,453
Miami	WTVJ	155,000
Milwaukee	WTMJ-TV	374,877
Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Nashville	WSM-TV	84,786
New Haven	WNHC-TV	310,000
New Orleans	WDSU-TV	133,213
New York-Newark	WABD, WBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	141,961
Oklahoma City	WKY-TV	160,806
Omaha	KMTV, WOW-TV	154,876
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,096,784
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV	26,653
Providence	WJAR-TV	237,000
Richmond	WTVR	145,954
Rochester	WHAM-TV	164,000
Rock Island	WHBF-TV	156,000
Quad Cities Include Davenport, Moline, Rock Ise., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	89,820
San Antonio	KEYL, WOAI-TV	106,507
San Diego	KFMB-TV	153,850
San Francisco	KGO-TV, KPIX, KRON-TV	464,000
Schenectady-Albany-Troy	WRGB	237,400
Seattle	KING-TV	197,300
St. Louis	KSD-TV	451,000
Syracuse	WHEN, WSYR-TV	202,556
Toledo	WSPD-TV	209,000
Tulsa	KOTV	134,275
Utica-Rome	WKTV	81,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	395,799
Wilmington	WDEL-TV	123,540

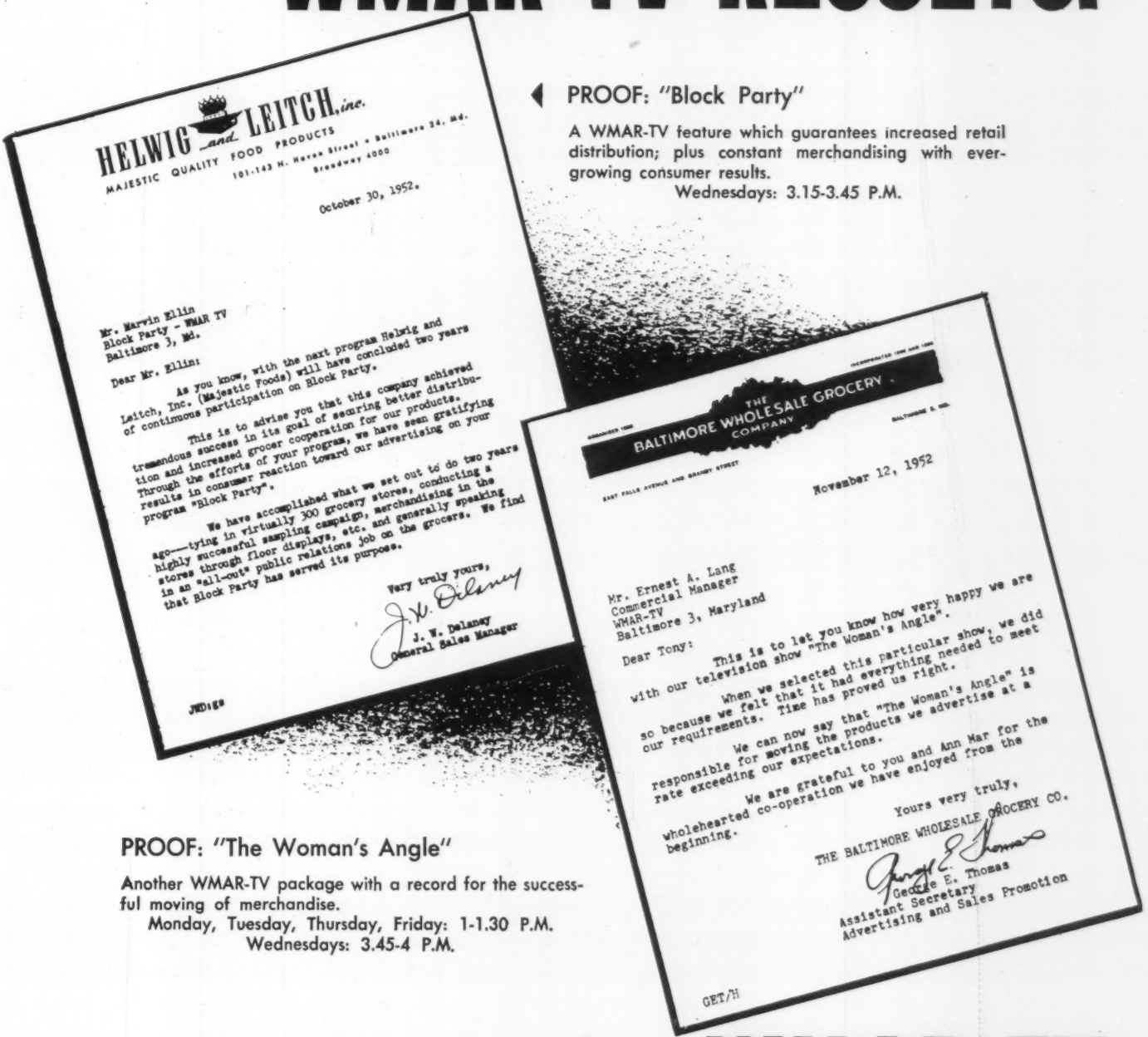
Total Stations on Air 113* Total Markets on Air 67*

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

XUM

ASK US TO PROVE WMAR-TV RESULTS!



HELWIG and LEITCH, inc.
MAJESTIC QUALITY FOOD PRODUCTS
101-143 N. Haven Street • Baltimore 24, Md.
Broadway 4000

October 30, 1952.

Mr. Marvin Ellin
Block Party - WMAR TV
Baltimore 3, Md.

Dear Mr. Ellin:

As you know, with the next program Helwig and Leitch, Inc. (Majestic Foods) will have concluded two years of continuous participation on Block Party.

This is to advise you that this company achieved tremendous success in its goal of securing better distribution and increased grocer cooperation for our products. Through the efforts of your program, we have seen gratifying results in consumer reaction toward our advertising on your program "Block Party".

We have accomplished what we set out to do two years ago—tying in virtually 300 grocery stores, conducting a highly successful sampling campaign, merchandising in the stores through floor displays, etc. and generally speaking in an "all-out" public relations job on the grocers. We find that Block Party has served its purpose.

Very truly yours,
J. W. Delaney
J. W. Delaney
General Sales Manager

JWD:gs

THE BALTIMORE WHOLESALE GROCERY COMPANY

November 12, 1952

Mr. Ernest A. Lang
Commercial Manager
WMAR-TV
Baltimore 3, Maryland

Dear Tony:

This is to let you know how very happy we are with our television show "The Woman's Angle".

When we selected this particular show, we did so because we felt that it had everything needed to meet our requirements. Time has proved us right.

We can now say that "The Woman's Angle" is responsible for moving the products we advertise at a rate exceeding our expectations.

We are grateful to you and Ann Mar for the wholehearted co-operation we have enjoyed from the beginning.

Yours very truly,
THE BALTIMORE WHOLESALE GROCERY CO.
Gertrude E. Thomas
Assistant Secretary
Advertising and Sales Promotion

GET/H

PROOF: "Block Party"

A WMAR-TV feature which guarantees increased retail distribution; plus constant merchandising with ever-growing consumer results.
Wednesdays: 3.15-3.45 P.M.

PROOF: "The Woman's Angle"

Another WMAR-TV package with a record for the successful moving of merchandise.
Monday, Tuesday, Thursday, Friday: 1-1.30 P.M.
Wednesdays: 3.45-4 P.M.

***In Maryland, most people watch* WMAR-TV**

SUNPAPERS TELEVISION

CHANNEL 2 ★ BALTIMORE, MD.

***Represented by* THE KATZ AGENCY, INC.** *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO*
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ **TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM**

'TV CIRCULATION'

Hooper Releases Figures

NEW "TV-set circulation" totals being released with city-by-city TV-area Hooperatings for the first time give broadcasting figures which can qualify as "circulation," C. E. Hooper said Nov. 13. This circulation figure is the "sum of sets tuned between 'sign-on' and 'sign-off' totaled for each 15-minute period within one week" and as such, he commented, is "realistic with reference to the frequency and length of the public's use of radio and television, while preserving the effectiveness connotations of actual audience measurement."

October TV-set circulation figures released to date by the Hooper organization are: Atlanta, 20,126,000; Baltimore, 40,122,000; Boston, 79,438,000; Chicago, 120,916,000; Cleveland, 75,790,000; Detroit, 86,278,000; Los Angeles, 123,471,000; New York, 280,793,000; Philadelphia, 104,583,000; Washington, 35,444,000.

TV Channel Changes Since Sixth Report

HERE, in convenient form, is a listing of all TV channel changes effected by FCC since issuance of the Sixth Report and Order which finalized the TV reallocation and lifted the freeze on construction of new stations [B•T, April 14]. The changes are:

	Deleted	Added
ALABAMA		
Mobile	8	10+
CALIFORNIA		
Palm Springs	....	14
DELAWARE		
Wilmington	53—	83+
DISTRICT OF COLUMBIA		
Washington	4+	4—
FLORIDA		
Orlando	*24	*24—
Pensacola	3+	3—
Tallahassee	24+	24
GEORGIA		
Elberton	16+	24+
INDIANA		
Fort Wayne	21+	69
Princeton	....	52+[1]
KENTUCKY		
Lexington	33+	64
Somerset	22—	29—
LOUISIANA		
Baton Rouge	10	2
Lafayette	....	10
New Orleans	*2	*8
MARYLAND		
Baltimore	30—	60—
MASSACHUSETTS		
Fall River	40+	68
North Adams	15	74+
MISSISSIPPI		
Jackson	....	3+
OHIO		
Columbus	4+	4—[2]
Fremont	....	59+
Lima	41	73
Warren	21—	67+
Youngstown	33	21—
PENNSYLVANIA		
Allentown	45	67
Harrisburg	33+	55+
Irwin	....	4+[3]
Reading	55+	33+
SOUTH CAROLINA		
Newberry	37	70
TENNESSEE		
Nashville	5	....
Old Hickory	....	5[4]
TEXAS		
Beaumont-Port Arthur	6	6—
Corpus Christi	6—	6+
San Angelo	6	3—
Temple	....	6

[1]Notice of proposed rule making.
[2]Effective approx. Nov. 24.
[3]Effective Dec. 4. Petition of WWSW Pittsburgh pends, requesting stay until court action on appeal.
[4]Effective Nov. 20.
*Reserved for educational noncommercial use.

Altec 639B
CARDIOID MICROPHONE
showing
6 selectivity
patterns
1 (Directivity Index) = efficiency for sound of random incidence / efficiency for sound of normal incidence

TOPS IN PERFORMANCE FOR TELEVISION

...and quickly available via Graybar

Investigate these Altec companion microphones, too!

THE ALTEC 633

Employing the same dynamic element as the 639, the Altec 633 microphone features a more compact housing. Long a standard of comparison for less critical applications, in studios and for remote pickups, it meets all AM, FM and TV requirements for fidelity of response.

THE ALTEC 660A AND B

This new and smaller version of the 633 microphone is available at substantial savings in cost. Altec 660A and 660B units are ideal for voice or music pick-up wherever 10,000 cycle top response is adequate.

Many "new models" and "latest developments" have come and gone since Bell Telephone Laboratories and Western Electric produced the first 639-type microphone.

Now manufactured by Altec-Lansing, the 639 has adequately met the tests of time and proved itself in an almost unlimited variety of applications. Its cardioid directional response throughout the 40 to 10,000 cycle frequency range... its high signal-to-noise ratio... its choice of 3 to 6 response patterns — all combine to make the 639B a natural for TV... and still tops for AM, FM and sound reinforcement systems.

Your near-by Graybar Broadcast Equipment Representative will be glad to give you specifications and prices on the complete line of Altec microphones, as well as on any of your other broadcast requirements.

Make it a point to call today for full particulars. *Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.*

238-112

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR... via GraybaR

IN OVER ONE HUNDRED PRINCIPAL CITIES

Advertisement

EVERYTHING ELECTRICAL

To Keep You On The Air

Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling and lighting your entire station and grounds.

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. There are Graybar Broadcast Equipment Representatives located in the following 21 cities to assist you with any problem.

ATLANTA
E. W. Stone, Cypress 1751
BOSTON
J. P. Lynch, Kenmore 6-4567
CHICAGO
E. H. Taylor, Canal 6-4100
CINCINNATI
W. H. Hansher, Main 0600
CLEVELAND
A. C. Schwager, Cherry 1-1360
DALLAS
C. C. Ross, Randolph 6454
DETROIT
P. L. Gundy, Temple 1-5500
HOUSTON
R. T. Asbury, Atwood 4571
JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611
KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644
LITTLE ROCK
W. E. Kunkel, Little Rock 5-1246
LOS ANGELES
R. B. Thompson, Angelus 3-7283
MINNEAPOLIS
C. W. Greer, Geneva 1621
NEW YORK
R. W. Griffiths, Exeter 2-2000
OMAHA
L. J. O'Connell, Atlantic 5740
PHILADELPHIA
J. W. Crockett, Walnut 2-5405
PITTSBURGH
R. F. Grossett, Allegheny 1-4100
RICHMOND
E. C. Toms, Richmond 7-3491
SAN FRANCISCO
K. G. Morrison, Market 1-5131
SEATTLE
D. I. Craig, Mutual 0123
ST. LOUIS
J. P. Lenkerd, Newstead 4700

A Few of Our Leading Supplier-Manufacturers — Altec Lansing • Ampex • Berndt-Bach • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • General Electric • General Radio • Houston-Fearless • Karp Metal • Kliegl • James Knights • Machlett • Meletron • Minnesota Mining • Mole-Richardson • Presto • Rek-O-Kut • Sarvis • Standard Electronics • Tung-Sol • Webster • Western Electric • Zoomar

Everything Electrical For Broadcasting-Telecasting — Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

via GraybaR

WFAA-TV CASE

NLRB Rules Out IBEW Bid

PETITION by an IBEW union local seeking representation of all TV technicians at WFAA-TV Dallas was dismissed by the National Labor Relations Board Nov. 15.

The petition was filed by Radio Broadcast Technicians, Local Union 1257, of the International Brotherhood of Electrical Workers (AFL). WFAA-AM-TV is operated by A. H. Belo Corp. The final order was signed by NLRB Chairman Paul M. Herzog and members John M. Houston and Abe Murdock.

The decision upheld the station's contention which held that only a unit comprising radio and television technicians is appropriate. NLRB cited "the common overall supervision of technical operations (AM and TV), the comparative proximity of the radio and TV stations, the similarity of duties and qualifications of the employes and the substantial interchange among technicians in the two stations."

A. H. Belo Corp. bought WFAA-TV in 1950, and maintains radio and TV outlets about two and a half miles apart, the board noted. Company also owns the *Dallas Morning News*. WFAA-TV operates on Ch. 8.

MIKE & CAMERA

Future's Twin Campaigners

TELEVISION will mean the end of the whistlestop as the candidates know it and greater reliance on broadcast media in future political campaigns.

These views have been expressed since the election by Vice-President elect Richard M. Nixon and Wilson Wyatt, personal campaign manager for Gov. Adlai Stevenson.

Vacationing in Florida, Sen. Nixon observed that because of TV "it may have been the last of the whistlestop campaign. In the future we may have back-porch campaigns with television plus the press and radio bringing the candidates right to the people."

Mr. Wyatt predicted whistlestops will be "unnecessary" and that candidates will appeal to the people directly through radio and TV.

"With the expansion of the number of TV stations in the next four years, the need for many personal visits throughout the country by candidates will not exist," he said in a statement to WAVE-AM-TV Louisville. His remarks were aired by the stations Nov. 9 upon his return from Springfield, Ill.

Mr. Wyatt feels radio-TV will take over the process of helping to elect a candidate, with the public's approval. He explained he was able to persuade Gov. Stevenson to forsake whistlestops for radio-TV appearances this year and felt the Governor would not use the former technique if he runs for the Presidency again in 1956. Mr. Wyatt attributed Gov. Stevenson's popularity to the broadcast media.

For Late Sleepers

KECA-TV Los Angeles on Jan. 1 will telecast twice the complete two-hour Pasadena Rose Parade, each time for a different sponsor and from a different vantage point. Big Four Appliance Dealers, Los Angeles, through Irwin Co., Beverly Hills, will sponsor the first telecast at 9 a.m. (PST), and Challenge Cream & Butter Assn., through Davis & Co., both that city, will sponsor the second, at 11 a.m.

PRODUCTION FIRM

Reactivation Plans Set

PLANS to reactivate Harvey Marlowe Television Assoc., film production firm, were announced last week by Mr. Marlowe, who has resigned as production manager of WOR-TV New York.

Mr. Marlowe said his firm, which he founded in 1948, will concentrate on the production of low-budget films for television. He currently is negotiating for New York quarters.

TRUTH IN ADS

TV Points Up—James

TELEVISION's penetrating force, "more powerful than anything in advertising history," offers a "commanding challenge for truthfulness in all advertising," Alden James, P. Lorillard Co. advertising director, told the Washington Ad Club last Tuesday.

Appearing as a last-minute substitute for Robert M. Ganger, Lorillard president, Mr. James warned that criticism of advertising is mounting, especially among those who really believe in advertising and private enterprise. In the case of cigarette advertising, he said, skepticism is at a peak. He recalled that Old Gold's messages have "good-naturedly kidded other cigarette advertising" for a score of years.

Mr. James criticized cigarette companies that make "a football of the medical profession." He added that these medical claims are "absurd," throwing in a slap at claims that a specific cigarette is less irritating because of the flavoring or moistening ingredients. "All methods and ingredients are available to all manufacturers," he explained.

Pseudo-scientific claims should be discontinued, he said, since extravagant statements hurt the whole industry. He scoffed at advertisers aiming at the one-third of smokers who are bothered by the nicotines and tars in tobacco.

F. A. WANKEL, manager of NBC-TV's technical operation, demonstrated one of network's new crash trucks used in mobile operations, during second annual meeting of Institute of Radio Engineers at Franklin Institute, Philadelphia.

TV SELLING

Lyman Urges Proper Use

TELEVISION as an advertising medium can do what no other medium can—demonstrate a product or service to a mass audience, Peter Lyman, radio-TV director, Frederick E. Baker & Assoc., Seattle, told a TV clinic in Spokane last Wednesday.

Mr. Lyman said that TV is still suffering from growing pains, but is "capable of very great things when used right." It also is capable of very great waste when not used properly, he said.

Evaluating TV from the viewpoint of an advertising agency, the speaker told his audience of Spokane advertisers, agency men and prospective telecasters:

1. Even with the high relative costs of television time, an agency can seldom "come out" on the customary 15% commission on live shows. Most agencies, he said, must charge fees for writing and production.

2. "Canned" programs and filmed commercials are the easiest way out, but not necessarily always the most efficient.

3. Film programs with live commercials are one way of keeping a "fresh commercial approach."

4. Silent film commercials with live sound result in a flexible format, permitting changes in copy.

5. Television ad writing calls for an undertsanding of what the advertiser can do with cameras, lighting, props and other facilities at his disposal.

Stressing the importance of a good relationship between the advertising agency and the station's production staff, Mr. Lyman said, "If these two work together with mutual respect, they can produce a successful show. Without it, there's a mess for all concerned."

The speaker cited successful TV campaigns used in Seattle, including Formula #40 [B•T, May 5, 1952] and *Peoples Parade*. He concluded:

"Above everything else, show 'em! Make everything possible visible as well as audible. Demonstrate your product or service; forget radio when you are using television. Most unsuccessful television is due to misplaced radio technique."

16MM SUIT

New Time Delay Granted

DEFENDANTS in Dept. of Justice suit to force release of 16mm feature films to television have been granted a third time extension to Dec. 31 for filing answers.

Previous filing date was set for Nov. 15 after defense attorneys had asked for an extension from Oct. 15 [B•T, Oct. 13]. Suit was filed in Los Angeles July 22. Counsel for film companies are undecided whether to file answers to the suit or ask for a motion to dismiss, it was reported.

WJAR-TV
PROVIDENCE

PINPOINT
YOUR
PERSISTENT
SALESMAN

UNDUPLICATED
COVERAGE IN
235,000 HOMES
WITH PERSISTENT
SELLING TO MORE
THAN 705,000
PEOPLE . . .
IN PROSPEROUS
SOUTHERN
NEW ENGLAND

Represented Nationally by
Weed Television
In New England — Bertha Bannan

WWJ-TV STUDIOS

$2 Million Facility Opened

WWJ-TV Detroit dedicated its new $2 million studios last Monday with a special telecast saluting Detroit, telling about the city and its people and those of southeastern Michigan, with vignettes presenting the station as the "busiest in television."

Sixth TV station in the U. S. to go on the air, March 4, 1947, WWJ-TV was the second postwar station and the first in Michigan. The dedication ceremonies were attended by Detroit Mayor Albert E. Cobo and Gov. Mennen Williams.

Others included Warren S. Booth, president of the Detroit *News*, station licensee; Edwin K. Wheeler, general manager, WWJ-AM-FM-TV; Joseph H. McConnell, NBC president; Willard E. Walbridge, station manager, WWJ-TV, and members of the *News* board of directors.

On Nov. 14 a special closed circuit program was viewed by 300 Detroit advertising executives. Last Thursday 300 New York advertising men watched on 10 large-screen TV receivers in the Waldorf-Astoria Hotel a program including a camera tour of the new studios, parade of local WWJ-TV stars and talent and a review of the station's commercial techniques, plus a documentary on Detroit. NBC wires were leased for the show.

Other Programs

A similar program will be shown tomorrow (Tuesday) to midwest advertisers and agency people at Chicago's Hotel Blackstone. WWJ-TV believes it is the originator of this novel promotion of TV "with TV."

The new two-story WWJ-TV building offers 20,000 sq. ft. of floor space and adjoins the WWJ-AM-FM building. About 120 miles of television wiring are connected by cable runs to a central duct shaft which extends from the basement to the second floor. Some 150 tons of refrigerating equipment neutralize heat of the high lighting intensities used in the studios.

Stairways and passageways provide access to and from the various facilities.

Occupying much of the first floor are three studios, the largest of 4,600 sq. ft., including a 25-ft. turntable, 221 ft. of wall space and 18 motor-operated light battens. Each studio has central control boards for lighting, and adjoining control rooms are four feet above studio floor levels. Offices, conference room and a garage also are on this floor.

The second floor contains a master control room of 1,100 sq. ft., with 90 ft. of relay racks; film projection room of 600 sq. ft., announcers booth, engineering workshop of 660 sq. ft. and engineers' offices. There is an additional studio for audience shows and a roof area for outdoor shows.

The lower level area is occupied by a central storage area of 5,600 sq. ft., adjacent area for scenery design and carpentry and paint work, talent and production offices, film office, newsroom, rehearsal and dressing rooms, costume and wardrobe rooms and a talent lounge.

WWJ-AM-FM-TV General Manager Wheeler (l) is congratulated by NBC President McConnell on completion of new Detroit TV studios.

* * *

DR. DuMONT'S VIEW

Cites TV's Practical Uses

TELEVISION is not merely an entertainment or news medium but also a strong force in education, industry and defense, Dr. Allen B. DuMont, president, Allen B. DuMont Labs. asserted in the current (November) *Academy Magazine*, published by the Academy of Radio and Television Arts and Sciences.

Dr. DuMont cited TV's use in colleges and universities to supplement regular teaching methods and bring adult education programs into viewers' homes. He said TV's ability to see in "unseeable" places provides aid in industrial processes and noted TV is employed in atomic energy plants, research installations and in troop training.

DAMAGE SUIT

Filed by Film Producers

SEEKING to restrain further release of the theatrical motion picture, "Shed No Tears," to television, two firms filed a $500,000 precedent - setting damage suit against Chesapeake Industries and others last Monday. Frost Films Inc., and Equity Pictures Inc. filed in Los Angeles Superior Court.

Also named as defendants are Motion Pictures for Television (MPT), United Artists, Eagle Lion Classics, Eagle Lion Films, Pictorial Films and Pictures Unlimited.

The film producers charge that Chesapeake, formerly known as Pathe Industries Inc., had no right to assign the movie's TV distribution rights to MPT without consulting them. They maintain current showing on TV will destroy further theatrical revenue by preventing re-issue. The film stars Wally Ford and was released theatrically four years ago.

Besides damages and a restraining order, the producers ask that the existing agreement between them and Chesapeake be ended.

SWG SUPPORT

Backs SAG on AAAA Issue

SCREEN Writers Guild (SWG) following settlement of its own long drawn-out labor contract dispute with Alliance of Television Film Producers (see story page 91) last week voted "complete support and cooperation" to Screen Actors Guild's (SAG) pending strike against the American Assn. of Advertising Agencies and New York film producers. The issue involves additional payment to actors for re-use of filmed TV commercials.

Terming SAG's proposals "just and reasonable," SWG's executive board said it would ask the Authors League of America to take similar support action.

all
business
needs
SHOW BUSINESS

BILL STRALEY
PRODUCTIONS
Route 2, Box 329KA, San Antonio, Texas
FILMS FOR INDUSTRY AND TELEVISION

SWG-ALA STRIKE

Ends With ATFP

FOURTEEN-week strike of Screen Writers' Guild and the Authors' League of America against the Alliance of Television Film Producers was called off early Monday under a compromise settlement yet to be ratified by all groups involved.

Under the agreement, SWG capitulated on its demands to the producers for a percentage of the gross against minimums, a controversial issue. They compromised on a plan whereby writers will receive continuous payment for each rerun of the individual TV film.

The Alliance membership voted acceptance of the contract Thursday, with SWG members to do likewise today (Nov. 24). ALA's ratification of the contract is expected to follow.

The agreement provides that writers of one-time shows and anthology series will lease their basic material to the producer for TV use over a period of seven years. On payment of additional compensation, radio, motion picture and sequel rights may be exploited by the producer within a time limit to be fixed; otherwise rights revert to the author at the end of such period.

Author's Rights

All remaining ownership rights remain the property of the author. On episodic series and serials, where basic material is owned by the producer, all rights in the TV scripts shall be the property of the producer.

Provision is made in the contract for a scale of payments for half hour TV scripts. Payments for hour and quarter hour scripts are still to be agreed upon.

All categories however, call for a flat sum plus continuing payments for re-use over a period of years. At the end of the seven year leasing period, rights in the basic material revert to the author although the producer may continue to re-issue or remake the TV film.

For original stories for one-time shows, anthology series and episodic series, the writer will receive $200 for the story and $550 for the TV script. When one person writes both the story and TV script, he is to receive $700 plus continuing payments for re-use in any case. In the fields of Westerns and serials, the agreement stipulates a flat payment of $600 for the TV script, plus continuing payments.

Where a series or a serial is developed from an original TV story, the writer is to receive an additional payment for each subsequent episode, regardless of whether he works on the story or video play. The amount of payment is still to be worked out.

INDEPENDENT TV

Urged by Canadian Advertisers

CANADIAN advertisers are in favor of a change in government policy banning independent television stations and are ready to sponsor programs should independent TV stations be permitted, according to H. T. Venning, president of the Assn. of Canadian Advertisers.

The ACA directors, meeting at Kingston, Ont., have concurred with the Canadian Liberal Party advisory council's recommendation that the present ban on independent TV stations be lifted and that a separate regulatory body for radio and television be established. The ACA directors have notified the Canadian government to that effect and declared that private development of TV will benefit the public and business in general.

"Private capital," Mr. Venning said, "is now ready to venture into and further develop the TV industry, a move which would naturally add to technical employment, encourage initiative, and give more Canadians experience."

'Caravan' Speedup

NBC-TV has installed a private television system spanning the five miles between Radio City headquarters in New York and the news film operations at 106th St. to speed production on the *Camel News Caravan* program (Mon.-Fri., 7:45 p.m. EST and PST). The setup permits newsmen in Radio City to view the films on a standard set and order cutting and editing at the lab.

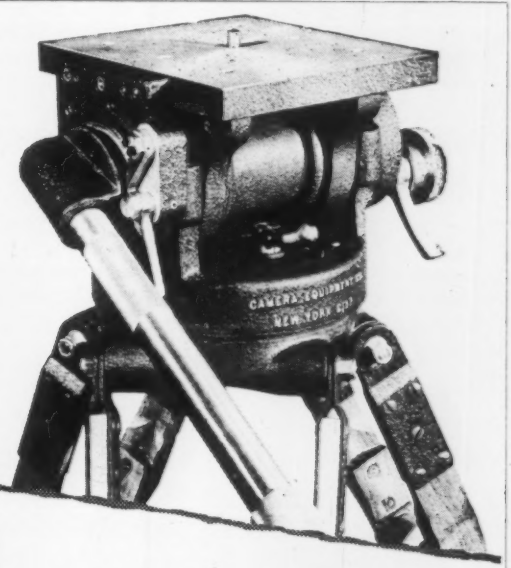
TV COMMERCIALS

Selling Factors Discussed

"A COMMERCIAL is more effective if delivered by an authority on the product instead of a regular announcer," according to John Boyle, chief, TV program section, Daniel Starch & Staff, media research organization.

In a talk before the Television Assn. of Philadelphia at the Poor Richard Club, Mr. Boyle said it is not necessary to entertain in a commercial in order to sell the product. He said a certain amount of the audience will be lost if they are not entertained but that viewers who remain have product interest and will do the buying. Daniel Starch & Staff has just completed a report on TV commercials in Philadelphia, New York, Boston and Chicago.

From Station Break to Feature . . . the NEW "BALANCED" *TV Tripod* is doing a whale of a job every day!



"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible dolly illustrated.

We THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

WE CALIBRATE LENSES . . . Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography. Special TV coating. Rapid service.

WE RENT AND SERVICE CAMERAS * MOVIOLAS * DOLLIES . . . Complete line of 35mm and 16mm equipment available for rental.

MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. Bell & HOWELL: Standard, Shiftover, Eyemos. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA: Editing machines, Synchronizers.

WE DESIGN and manufacture Lens Mounts and camera equipment for 16mm — 35mm and TV cameras.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

IF YOU WORK WITH FILM . . .
It will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.

WBTV (TV) MEET

Dec. 3-4 Agenda Is Announced

AGENDA for WBTV (TV) Charlotte's Southeastern Television Conference Dec. 3-4 was announced last week.

Film operation, programming, production and engineering will claim the first sessions. Taking part in the discussions will be Gaines Kelley, general manager, WFMY-TV Greensboro; Ken Tredwell, operations director, Sam Zurich, production director, M. J. Minor, chief engineer, Tom Callahan, audio-video supervisor, Lacy Sellars, film manager, all of WBTV, and Andrew D. Ring, of A. D. Ring & Co.

Joseph M. Bryan, president, and Charles H. Crutchfield, executive vice president, Jefferson Standard Broadcasting Co., licensee of WBT-AM-FM and WBTV, explained that the conference was being held as a service to prospective TV operators in the Carolinas and nearby states.

Also slated for the opening day is a talk by Reed T. Rollo entitled, "What's Happening to Your Application?" Mr. Rollo is associated with the Washington firm of Kirkland, Fleming, Greene, Martin & Ellis, counsel for the Jefferson Standard Broadcasting Co. "The TV Cable" will be discussed by H. Y. Alexander of the Southern Bell Telephone & Telegraph Co.'s Charlotte Div.

First day's activities will be rounded out by a barbecue at WBTV's transmitter atop nearby Spencer Mt.

Opening the second day, J. Robert Covington, Jefferson Standard Broadcasting Co.'s vice president in charge of sales and promotion, will speak on TV promotion.

Wally Jorgenson, WBTV's sales manager, and C. K. Spicer, the business manager, will speak on their respective departments. Afternoon session will include a talk by Dick Doherty, NARTB employe-employer relations director, on "Staffing and Managing the TV Station." Closing out the calendar will be a banquet at Charlotte's Hotel Barringer, conference headquarters .

Four states will be represented at the Charlotte sessions.

Those who have indicated that they will attend from North Carolina are:

Harold Thoms, Loyd Leonard, Art Borgeson, WISE Asheville; Charles Newcomb, Charles Britt, WLOS Asheville; James Poston, Ken McClure, J. B. Clark, WAYS Charlotte; Olin Nisbet, Wallace Stone, J. R. H. Wilson, WMIT Charlotte; E. J. Gluck, Armand Bodie, L. L. Caudle, WSOC Charlotte; Harmon Duncan, Floyd Fletcher, WTIK Durham; George Barber Jr., WCOG Greensboro; Hartwell Campbell, Hank Tribley, John Clark, Carolina Broadcasting System, Greenville; B. M. Middleton, WHKP Hendersonville; Ralph Epperson, Bruce Fleming, WPAG Mt. Airy; Worth White, James Reid, Alton Tripp, S. T. Liles, WPTF Raleigh; Robert Wallace, WOHS Shelby; Robert Estes, Phil Hedrick, WSJS Winston-Salem; James Coan, John Johnson, WTOB Winston-Salem; R. A. Dunlea Jr., WMFD Wilmington.

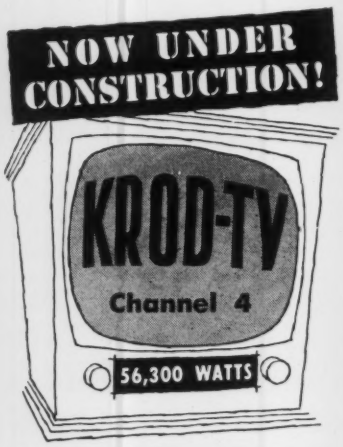
From South Carolina: J. Drayton Hastie, Walter Nelson, Henry Hoppe, WUSN Charleston; E. H. Keown, William Birchfield, WHAN Charleston; Miss A. L. Quarterman, Mrs. Alma Davis, Charles Hall, Wilbur Albee, WCSC Charleston; Charles Pittman, WCOS Columbia; Roger Shaffer, Harold Beckholt, Guy Vaughn, John Parker, Dudley Saumenig, Herbert Eidson, Charles Batson, Broadcasting Co. of the South, Columbia; Don Willoughby, Frank Harris, John Sholar, W. C. Bochman, WNOK Columbia; Bevo Whitmire, W. E. Garrison, Norvin Duncan, WFBC Greenville.

From Virginia: Robert Walker, WCHV Charlottesville; Edward Gardner, Lyle Motley, WBTM Danville; William T. Howard, Graydon Olive, Forest Pinkerton, Richard Gooch, WWOD Lynchburg; Robert Wolfenden, Mrs. Robert Wolfenden, WMEV Marion; Thomas Tinsley, Irving Abeloff, WLEE Richmond; Charles Ballou, John Eure, WDBJ Roanoke; and Walter Windsor from WGBA Columbus, Georgia.

Prospective educational TV applicants will be represented as well as members of the Consolidated U. of North Carolina Trustee Committee on Television.

General chairman for the conference is Chase Idol, employe services supervisor for Jefferson Standard Broadcasting.

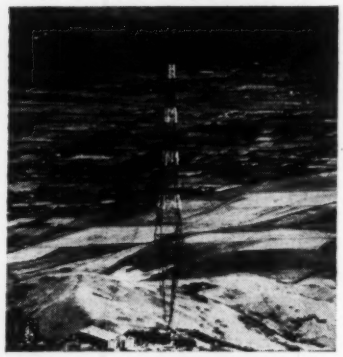
ACADEMY of Television Arts & Sciences, Hollywood, has opened its membership to executives, account executives and production personnel (except clerical) of advertising agencies active in TV. New membership classification also includes executives and production personnel (except clerical) of talent agencies active in TV.



SERVING THE EL PASO SOUTHWEST SOON . . .

RODERICK BROADCASTING CORP.
EL PASO, TEXAS
Dorrance D. Roderick, Chm. of the Board
Val Lawrence, President

KROD CBS RADIO NETWORK STATION IN EL PASO
600 KC 5000 WATTS



KSL-TV tower site affords panoramic view. ➤

DAYTIME SPOT

WCBS-TV Reports Increase

BETWEEN April and October, WCBS-TV New York's daytime national spot business increased "to almost twice as many accounts, four times more business" per week, Craig Lawrence, general manager of the CBS-owned station, reported last week.

"In April 1952, 27 advertisers were using a total of 58 daytime announcements a week on WCBS-TV," whereas "in October 1952, 46 advertisers were using a total of 267 daytime announcements a week," Mr. Lawrence said. During the same period, he added, WCBS-TV's daytime network business increased from 56 to 77 sponsored quarter-hours a week, while evening time remained "virtually sold out."

NLRB HEARING

Deferred on TWA Petition

NATIONAL Labor Relations Board hearing on the petition of Television Writers of America (TWA) to be the bargaining agent for Hollywood writers with live and film television network shows, scheduled to start tomorrow (Tuesday), has been postponed to Dec. 10. Hearing will be held before Los Angeles field examiner Norman Greer.

TWA is contesting the claim of the Screen Writers Guild that it is the TV writers' proper representative. SWG and Authors League of America have already negotiated agreements with the networks in New York. They cannot be put into effect, however, until the NLRB settles the controversy.

Zoomar Interest Sold

FILM PRODUCER Jerry Fairbanks has sold his interest in the Television Zoomar Corp., New York, which he has served as president, to Jack Pegler, general manager, and Dr. Frank G. Back, inventor of the lens. Mr. Pegler becomes president and Dr. Back, vice president, secretary and treasurer of the corporation.

KSL-TV TOWER

Signal Serves Four States

KSL-TV Salt Lake City, which claims to operate America's highest video transmitter, passed another milestone Nov. 15.

Ivor Sharp, executive vice president of Radio Service Corp. of Utah, licensee of KSL-AM-FM-TV, says on that date KSL-TV became the first TV station in the Intermountain West to serve residents of four states.

According to Mr. Sharp, the mountain-top transmitter will reach 87% of the population of Utah, plus thousands in Idaho, Nevada and Wyoming.

D. Lennox Murdoch, KSL-TV manager, adds that the station's growing market is expected to reach a retail sales volume of more than $700 million this year.

Culmination of nearly 15 years of research, exploration and mountain-peak development, the KSL-TV transmitter is located atop 9,425-foot Coon Peak. The transmitter is located some 17 miles west of Salt Lake City and cost more than $300,000 to put into operation.

KSL-TV's former transmitter was located atop the Union Pacific Bldg. in Salt Lake City.

Microwave relay has been installed on the roof of the KSL-TV studios in downtown Salt Lake City.

ROCKFORD TEST

CTISA Sees Raytheon Show

MEMBERS of the Rockford (Ill.) Certified Television Installation & Service Assn. Inc. witnessed a demonstration of uhf conversion and installation techniques by Raytheon at the LaFayette Hotel there Nov. 13 as part of the group's preparedness program for the advent of local television around next March 1.

The Raytheon demonstration was a field test of the firm's planned national uhf educational program and was attended by Mort Farr, president of National Appliance & Radio-TV Dealers Assn.

SOONER or LATER
some aggrieved listener accuses you of
LIBEL OR SLANDER
and THEN you'll need our
UNIQUE INSURANCE
covering this hazard. It covers also Invasion of Privacy, Plagiarism, Piracy and Copyright. It is
ADEQUATE, SURPRISINGLY INEXPENSIVE.
In use Nation-wide.
GET IT IN TIME!
WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange — Kansas City, Mo.

CBS-TV 'CITY'

Production in Full Swing

PRODUCTION is in full swing at the Los Angeles CBS Television City, currently capable of turning out about 28 hours of live programming weekly.

Output capacity of the TV center, which opened officially Nov. 15, constitutes almost half the combined production of CBS-TV's 18 New York studios and 22 times that produced yearly on any large Hollywood movie lot, according to CBS officials.

Following by six weeks the dedication of the NBC TV Center's initial two-studio plant in Burbank, the new CBS operation, a corporate entity in itself, comprises four large studios, two equipped to handle audiences of 350 persons each.

Besides studios and a six-story engineering building, the unit includes make-up, costume and prop rooms, an assembly line arrangement for set design facilities, carpenter and paint shops, set storage, a 35,000 sq. ft. office area and three large rehearsal halls.

All CBS-TV Hollywood-originated live shows soon will emanate from the new plant, moving from current quarters at Columbia Square and the Don Lee Bldg. The administration and production departments eventually will make the move.

KNXT (TV), CBS-TV o & o Hollywood station, will continue to headquarter in the Don Lee Bldg., 1313 Vine St.

CBS NETWORK star Jean Hersholt is flanked by CBS President Frank Stanton (l) and Board Chairman William S. Paley at banquet celebrating TV City opening. ←

* * *

'IRMA' AND 'LUCY'—Marie Wilson and Lucille Ball (seated, l to r), stars of My Friend Irma *and* I Love Lucy, *respectively, chat with (standing) Desi Arnaz, Miss Ball's husband and co-star; Mrs. Phil Lasky, and Phil Lasky, general manager, KSFO and KPIX (TV) San Francisco, at CBS-TV affair.*

* * *

AMONG NOTABLES at CBS Los Angeles ceremonies are (l to r) Harry Burke, general manager, KFAB Omaha, CBS affiliate; Mrs. Harry C. Wilder, Phoenix, Ariz., and CBS-TV President J. L. Van Volkenburg.

RELIGIOUS TV

Baker Sees a 'New Pulpit'

"TELEVISION gives religion a new pulpit, a clearer voice, a wider audience," declared Dr. W. R. G. Baker, General Electric vice president and general manager of the company's Electronics Div.

Dr. Baker spoke Nov. 14 during a Religion Television Workshop session sponsored by the National Council of the Churches of Christ at the Syracuse Hotel in Syracuse, N. Y.

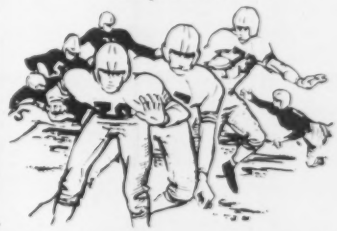
The GE engineer-executive urged churchman "not to expend the valuable and expensive gift of television time carelessly," and said brevity can be an advantage. He outlined a three-point program: (1) the pulpit should be replaced by the TV studio for religious programs; (2) the telecast should be short and uncomplicated, and (3) the religious message should be presented in an easily-understood manner.

JIMMY DURANTE, who stars in NBC-TV's *All Star Revue*, awarded Star of Italian Solidarity, Italian government's only civilian honor to foreigners or Italians living abroad who have contributed to moral and material rehabilitation of Italy.

TRIPLE THREAT

POWER

Most Powerful TV Station in Syracuse



PROGRAMMING

Programs from three major networks...CBS, ABC, Dumont, and excellent local shows.

PROVEN RESULTS

See your nearest KATZ AGENCY for time on Central New York's most looked at television station.

say "WHEN"

"Growing Stronger Every Day"

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

A MEREDITH STATION

programs promotion premiums

BROCHURE and promotion kit on *Favorite Story*, new Ziv Television Programs Inc. series have been released by that production firm. Star of the series is Adolphe Menjou. Kit contains ad mats, ad proofs, publicity stories and publicity pictures to be used in connection with presentation of the program. Brochure tells a pictorial story of the series, as Mr. Menjou sees it.

HOUSEWIFE vs. ACTRESS

TO give housewives a chance to prove they can do TV commercials better than some model or actress, a contest has been started on KTTV (TV) Hollywood *Glamour Session*, twice weekly quarter-hour program. Inaugurated by Dr. Sparling's RX-Thirty, L. A. (vitamins), sponsor of half the program, contest closes Jan. 31, 1953. Contestants, selected on basis of letters and physical appearance, will compete for chance to do a series of filmed TV commercials. Agency is Frank J. Miller Adv., Hollywood.

WNAX 'CONCERT TICKETS'

PAIR of "season tickets," patterned after those which any box office has for sale, were distributed to 1,000 music organizations in the WNAX Yankton, S. D., listening area, to promote the first program of the New York Philharmonic Symphony broadcasts on the station Nov. 7. Letter accompanying the tickets listed guest who would be featured on the program.

RADIO BOOK REVIEW

QUARTER-HOUR book reviews for teen-agers are now being aired weekly by 33 member stations of the Canadian Assn. of Broadcasters. The program is prepared by CAB for its member station on a co-operative cost basis, with reviews by a leading Canadian author, Charles Clay of Ottawa. Books reviewed include current best sellers as well as classics. Three books are discussed each week.

WLWT (TV) NAMES WINNERS

BY the Oct. 31 deadline, the "If I Were President" contest on WLWT (TV) Cincinnati netted 53,000 entries, station has related. Three top prizes went to Mrs. Warren C. Hanna, Troy, Ohio, housewife who will move into a new $25,000 house which was first prize in the contest. Second place prize, a Chevrolet convertible, goes to Joseph Davids, Wilmington, Ohio. A complete Crosley kitchen was won by Roy J. Hale, Dayton, Ohio who placed third.

DONOR DEMONSTRATION

IN AN effort to make viewers in the Richmond, Va., area see how easy it is to be a blood donor, newscaster John Shand gave a pint of blood on his daily news show, *Virginia Today*, on WTVR (TV) Richmond. While the donor demonstration was in progress, Mr. Shand aired his news, weather report and best market buys of the day.

POWER INCREASE PUBLICITY

AIR promotion as well as newspaper ads preceded an increase in power to 1000 watts at WLCS Baton Rouge, La., on Nov. 8. Station operates on 910 kc. Several contests were run by the station using the theme " '910' First on the Dial in Baton Rouge." Over $1,000 in prizes were awarded to the winners.

COOKING SESSIONS

THIRTEEN week series of cooking demonstrations has been launched by Agnes Lancaster over WJEL Springfield, Ohio. Programs take place on the floor of the appliance department in Atherton's furniture store in that city. Guests are interviewed and prizes are awarded during each session.

PLEASURABLE PAIN

TV outlets in Philadelphia are being plugged in a new fashion by Dr. Bernard Helicher, a dentist there who is offering patients TV while dental work is being done. The TV set is suspended from the ceiling and is attached to a gadget which Dr. Helicher can manipulate with his foot so that sound can be cut off if the patient desires.

SHOW ADDS FEATURE

New feature has been added to the hour-long *The Woman's Page* program on WFIL-TV Philadelphia titled "Bringing Up Junior" with Helen Hickler. Well known authorities on child guidance will appear on the program to assist parents in learning the whys and wherefores of their children's mental health. The feature will follow the child through various stages of mental development and the specific problems involved in each stage will be discussed.

KOSY BIRTHDAY

HIGHLIGHT of a first birthday celebration on Nov. 14 at KOSY Texarkana, Tex.-Ark., was a program broadcast by staffers on anniversary eve describing what it takes to put a station on the air and keep it there. In addition to the opinions of KOSY personnel, guest executives and talent from MBS, of which the station is an affiliate appeared on the show. Peter Tripp, who wrote, announced and produced the program, spent 50 hours putting it all together, according to the station.

HOUSEHOLD HINT SHOW

NEW series over WOAI-TV San Antonio is *A Trick in Time*, 15-minute studio production featuring household hints. Cast of show, telecast twice weekly, includes Al Hopper and Darline Mercer. Format consists of helpful household information imparted by "Uncle Allie" to Miss Mercer who plays the average young housewife.

CHILDREN HELP OUT

PARENTS in Erie, Pa., can now view their offsprings' progress in the Erie Parochial School system through facilities of WICU (TV) in that city. Twice weekly, station's cameras move into the classroom for the half hour telecast. Unusual twist of the show is that the youngsters work with WICU personnel in writing, producing and directing the program.

REPORT ON KANSAS

REPORT on the radio-TV audience in 1952 in Kansas, compiled by Dr. F. L. Whan, U. of Wichita, is being distributed to the industry by WIBW Topeka. The 100-page report is the 16th consecutive study of listening habits in that state.

MINK FOR WINNER

FIRST prize of $1,000 mink stole and other awards totaling over two thousand dollars will be awarded winners of KNX Hollywood "Mystery Voice Contest," which started last week. Listeners must identify voice of well-known feminine personality, which will be heard daily and nightly on KNX programs, and include a slogan in 15 words or less telling why they listen to the station.

NBC-TV KIDS' SHOW

AIMED at children from three to five years old, *Ding Dong School*, which has been presented over WNBQ (TV) Chicago for the past six weeks, will be carried over NBC-TV Mondays through Fridays (10-10:30 a.m. EST), starting next Monday. The program features "Miss Frances," who tells stories and nursery rhymes and shows toys, games, puzzles and cut-outs.

MORNING SPORTS SHOW

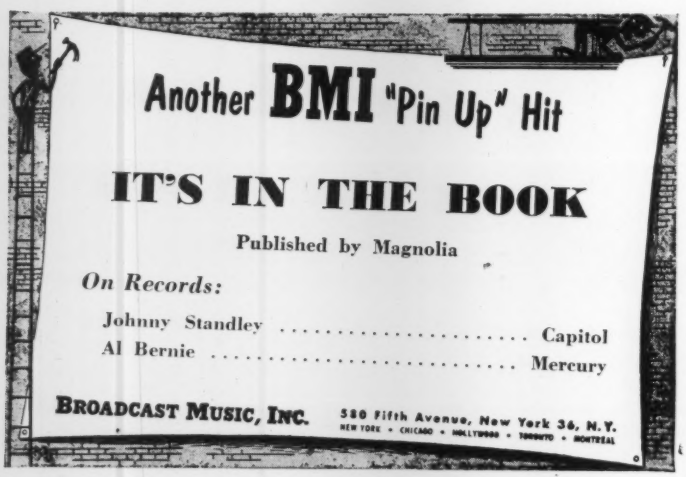
NEW show called *Sports in the Morning* is being aired daily at 8 a.m. on KXLW St. Louis featuring Del Wilber, catcher for the Boston Red Sox. Mr. Wilber slants his sports at overnight results, the day's events and personal stories of his many years in baseball. Interviews with his friends in the sports world are also featured on the program.

SUBWAY CLEANUP

NEW editorial policy was begun last Monday by George Hamilton Combs, WJZ New York commentator, on his 6-6:15 p.m. EST Monday-Friday program. He told his listeners he planned to devote the last portion of his program each night to crusading against "glaringly unwholesome and dangerous conditions" in New York. Inadequate policing of the city's subways was the first subject to come under Mr. Combs' scruntiny.

COLLEGE GIRLS' BROADCAST

IN CONJUNCTION with a radio course offered at Centenary Junior College, Hackettstown, N. J., young women from the college are presenting a weekly one-hour show produced in their campus studio and broadcast over WGPA Bethlehem, Pa. The various segments of the show include children's programs, special music and interviews.


Another BMI "Pin Up" Hit
IT'S IN THE BOOK
Published by Magnolia
On Records:
Johnny Standley ..... Capitol
Al Bernie ..... Mercury
BROADCAST MUSIC, INC.
580 Fifth Avenue, New York 36, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

APRA WORKSHOP

News Release Timing Hit

NEWS releases would receive more careful consideration by radio and TV stations if their time of release were geared to the media's normal news peaks instead of newspaper hours, the National Capital Forge, American Public Relations Assn., was told last Monday at the concluding session of its Television Workshop.

Ruth Crane, women's director of WMAL-TV Washington, outlined the techniques used by TV stations in processing publicity material. The workshop discussion was held in the WMAL-TV studios. Howard P. Hudson was general chairman of the workshop committee.

Others taking part in the final workshop session were these WMAL-TV staff executives: Bryson Rash, special events director; Harry Hoskinson, television operations director; John Ghilain, director of promotion; George Griesebauer, director of TV sales; Van De Vries, director of publicity; Charles L. Kelly, assistant general manager; S. Tebbs Chichester Jr., assistant promotion director.

At luncheon meeting Walter Compton, general manager of WTTG (TV) Washington, discussed low-cost programming techniques. He said major costs center around personnel, with overtime a major factor.

AWRT Counsel Service

AMERICAN Women in Radio & Television has organized a job counselling service for members who are seeking employment. Requests for information should be made in writing to Lillian Okun, committee chairman, WMCA, 1657 Broadway, New York. Miss Okun stressed that the service is not an employment agency. She said it will function as a source of information on job contacts, preparation of presentations and, whenever possible, on jobs waiting to be filled.

GREENVILLE is
SOUTH CAROLINA'S LARGEST METROPOLITAN AREA . . .

In GEN. MDSE. SALES

GREENVILLE	$22,089,000
Columbia	15,836,000
Charleston	12,204,000

Sales Management, 1952

MAKE IT YOURS WITH
WFBC 5000 WATTS
The News Piedmont Station Greenville, S. C.

NBC affiliate for the Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knodel

PUBLIC SERVICE

Stations, Ad Council Are Lauded

HIGH ranking government and national organization officials have contributed to a 16-inch transcription congratulating the Advertising Council, radio stations, networks and advertisers for their efforts in promoting public service causes.

Copies of the transcription, produced by the council on the occasion of its 10th anniversary, already have been requested by 750 stations and the four radio networks. Stations may receive copies of "Thanks for Radio" for local broadcasting by writing to the Advertising Council, 25 West 45th St., New York 36.

Here are some typical comments, included among the 16 messages:

DR. JOHN R. STEELMAN, assistant to President Truman — "Radio stations have broadcast special programs and public service messages to millions of Americans every year. And through the Advertising Council, radio advertisers give time to help these campaigns—salvage drives, recruiting of volunteers, the defense bond programs and more recently, our national blood program. I wish to take this opportunity to congratulate the Advertising Council and broadcasters for their generous service to the government and the nation."

Defense Secretary ROBERT A. LOVETT—"Radio stations have given valuable assistance to many information projects of the armed forces. And on this, the 10th anniversary of the Advertising Council, I wish to congratulate broadcasters and their advertisers on their generous support of Dept. of Defense programs requiring broad voluntary public action."

Treasury Secretary JOHN W. SNYDER—"The American people now own $2 billion worth of E bonds. We could not have sold so many bonds without enthusiastic advertising help. And radio stations, networks and advertisers have helped enormously by broadcasting special programs and events and thousands upon thousands of forceful defense bond messages."

Commerce Secretary CHARLES SAWYER—"In connection with the 1950 census, the iron and steel scrap salvage campaign and various activities of defense mobilization, the contribution of the Advertising Council has been outstanding. On its 10th anniversary, I congratulate and thank the broadcasters and advertisers for what they have done to assist in the solution of our social and economic problems."

U. S. Comr. of Education EARL J. McGRATH—"I sincerely congratulate the Advertising Council on its 10th anniversary for its great contribution to American education through the Better Schools campaign. I wish to commend the radio stations of America for the part they have played in the nation-wide effort to help give our children better education."

E. ROLAND HARRIMAN, president of the American Red Cross—"Through the Advertising Council, radio advertisers give millions of dollars in time and talent in support of the Red Cross. We can be proud of the generous manner in which the radio industry helps the Red Cross to do its job for the country."

CHARLES E. WILSON, chairman of the National Committee of Laymen, sponsors of the *Religion in American Life* campaign—"I wish to congratulate broadcasters on the help they give to our *Religion in American Life* campaign . . . that urges all Americans to attend and support the churches or synagogues of their choice. We can be proud of broadcasters and the Advertising Council for helping to strengthen religion in American life."

THOMAS D'ARCY BROPHY, president of the American Heritage Foundation—"The American Heritage Foundation's first activity—the Freedom Train—was heralded by radio stations wherever it went. Since the Freedom Train, broadcasters and the Advertising Council have supported an effective public service campaign urging each of us to register and vote in elections, to serve on juries and school boards and to help as individuals to make our free system work."

MEDIA POLICIES

To Affect Canada Elections

RADIO and TV policies apparently will play important roles in Canada's national election which probably will be held next summer. Advance notice was seen in speeches of George Drew, leader of the Progressive-Conservative Party (the oposition).

In Vancouver, Mr. Drew said it was unfair for all taxpayers in the country to pay for limited TV programming in the Montreal and Toronto areas. He attacked the government-owned Canadian Broadcasting Corp. for excluding private interests from TV broadcasting, saying that if his party assumes power at Ottawa, it would eliminate supervisory authority of the CBC over independent stations. In its place, Mr. Drew said his party would substitute an impartial board over both CBC and independents. This board would resemble those which govern railway and air transport operators in Canada, he said.

AUSMUS ELECTED

Is New NAEB President

GRAYDON AUSMUS, director of broadcasting and manager of WUOA, U. of Alabama station, has been elected president of the National Assn. of Educational Broadcasters. He succeeds Seymour N. Siegel of the Municipal Broadcasting System and WNYC New York City.

Mr. Ausmus was NAEB vice president for the past two years, and a member of the board of directors for four years. He also is a consultant to the Joint Committee on Educational Television.

Other officers, elected Nov. 8 in Minneapolis at the annual NAEB convention, are:

Burton Paulu, U. of Minnesota, vice president; James Miles, Purdue U., secretary; Frank Schooley, U. of Illinois, reelected treasurer. Regional directors are Parker Wheatley, Lowell Institute of Cooperative Broadcasting, Boston, Mass.; Earl Wynn, U. of North Carolina; Waldo Abbott, U. of Michigan; Richard B. Hull, Iowa State College; John Dunn, U. of Oklahoma, and Allen Miller, State College of Washington. Mr. Siegel, as past president, is director-at-large.

Under its new officers, NAEB plans to increase the exchange of cultural and informational programs with Europe. NAEB will utilize its 91-station non-commercial educational tape network to distribute European programs in the U. S.

The NAEB holds a $245,000 grant from the W. K. Kellogg Foundation and a $300,000 grant from the Ford Foundation's Fund for Adult Education.

ODESSA BUILDING

KECK Owner Announces Start

BEN NEDOW, owner-manager, KECK Odessa, Tex., has announced construction is underway of a 10-story office building in Odessa, for which ground-breaking ceremonies were held the last fortnight.

The structure is to be known as the Phillips 66 Building, in honor of the Phillips Petroleum Co., which has taken a long-term lease on the top seven floors of the building. Construction of the building was hailed by civic leaders and the local press as a long step forward in community life.

the NBC *station serving greater* YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

ELECTRONICS

Floberg Gives Talk in L. A.

FUTURE of the electronics industry on the West Coast will be bright if manufacturers economize and simplify their equipment in line with military needs, the West Coast Electronics Manufacturers Assn. was advised Nov. 13.

Assistant Secretary of Navy John F. Floberg told the association, meeting at the Statler Hotel in Los Angeles, that the Navy will continue to make available to industry and the public all products of its research which do not jeopardize national security.

Secretary Floberg attributed some decreases in electronic production to "engineering difficulties," including a shortage of certain component parts. As evidence of progress, he cited efforts to improve vacuum tube designs and develop devices to replace them. He urged manufacturers to make "the simplest equipment which can be built and which will still meet specific operational requirements."

Secretary Floberg also gave some statistics: (1) some 54 West Coast concerns hold military orders amounting to 7% of the total $6 billion program; (2) about 24% of the $1 million needed for each Naval aircraft pays for electronics, compared to 4% in 1926; (3) Navy electronics appropriations for fiscal 1953 is about $350 million less than in fiscal 1952 (ended last June 30) when, moneywise, the program reached its peak.

TWIN CITY AFTRA

Honors Media Programs

FIRST annual awards luncheon sponsored by Twin City Local, AFTRA, Minneapolis-St. Paul, held Nov. 13, saw 12 awards go to local radio and television shows. Judges were Arthur Lund, Campbell-Mithun Agency; C. T. Hagman, WDGY general manager; Sherman Headley, assistant WCCO-TV manager, Lester Rees, *Variety*; and Mrs. C. A. Russ, civic leader. "Bests" were as follows:

KSTP, farm show, *Land-O-Lakes*, radio commercials, *Bee Baxter Show*; WLOL, disc show, *Swing Club*; WCCO, radio variety, *Showboat*, radio news, *Noontime News;* WCCO-TV, TV variety, *Arthur Murray Show*, TV sports, *Sports Review*, TV public service, *Video School*, TV commercials, Master Bread Films; WDGY, radio sports, *Sports Beat*, radio public service, *Let's Talk Turkey*; KSTP-TV news, *Today's Headlines.*

FCC, OWI WARTIME ROLES

Brought Into Katyn Forest Probe

WARTIME operations of the FCC and the Office of War Information came into the news during the Washington sessions of a Congressional committee investigating the responsibility for the Katyn Forest massacre of 15,000 Polish officers during World War II.

The hearings were held a fortnight ago by a House committee, headed by Rep. Ray J. Madden (R-Ind.), to determine whether the Administration suppressed documents establishing that the Russians slaughtered the Poles.

During the war, the Russians claimed the Nazis massacred the Poles and the Germans blamed the Russians.

After a year of hearings, the House committee concluded that the Russians were responsible for the crime.

Last week's hearings seemed to point to indirect government censorship over anti-Soviet broadcasters during the war. Witnesses related how Allen Cranston, head of the foreign language division of OWI, and Mrs. Hilda Shea, FCC attorney, succeeding in getting Polish language commentators to tone down anti-Soviet approach in the interests of the U.S.-Russia alliance during World War II.

FCC's Licensing Power

FCC's control over broadcasters' licenses was given as the main reason broadcasters check-reined their commentators, it was pointed out. Among the witnesses corroborating this were Joseph Lang, vice president of WIBG Philadelphia, then general manager of WHOM New York; Arthur Simon, *Radio & TV Daily;* Jan Marion Kreutz, commentator for WJLB Detroit, then Polish commentator for WJBK Detroit; Kasimir Soron, program director of WXRA Buffalo, then commentator for WBNY Buffalo.

Also appearing was Robert K. Richards, assistant to the NARTB president, wartime censorship officer, who told the committee that it appeared OWI and the FCC had exercised censorship during the war.

This was denied by Elmer Davis, OWI chief. Mr. Davis also testified that in a 1943 broadcast he had accepted the Russian version of the massacre, but that "for once Goebbels [Nazi propaganda minister] was right."

Supreme Court Justice Robert H. Jackson, chief U. S. prosecutor of Nazi war criminals, testified that although the Russians tried to bring charges against the Germans for the Katyn Forest massacre, the Nuremberg war crimes tribunal never took the charges up. He said that it would have been helpful to have had American Army reports blaming the Russians for the killings.

SET SHIPMENTS

RTMA Lists 4.6 Million

MANUFACTURERS shipped 4,599,083 radio receivers to dealers in the first three quarters of 1952, according to an estimate by Radio-Television Mfrs. Assn. Third-quarter shipments totaled 1,719,377 radios compared to 1,383,781 in the second quarter and 1,495,925 in the first quarter. Radio set shipments to dealers by states in first nine months of 1952 follow:

State	Total
Alabama	83,691
Arizona	32,081
Arkansas	41,348
California	319,408
Colorado	43,176
Connecticut	51,139
Delaware	13,120
District of Columbia	48,637
Florida	119,199
Georgia	116,777
Idaho	19,560
Illinois	259,279
Indiana	101,391
Iowa	65,032
Kansas	68,663
Kentucky	68,902
Louisiana	86,612
Maine	42,270
Maryland	66,794
Massachusetts	137,366
Michigan	163,386
Minnesota	69,536
Mississippi	44,217
Missouri	123,373
Montana	17,900
Nebraska	40,127
Nevada	7,700
New Hampshire	12,282
New Jersey	157,807
New Mexico	19,777
New York	495,946
North Carolina	109,820
North Dakota	24,708
Ohio	270,117
Oklahoma	71,475
Oregon	48,443
Pennsylvania	354,747
Rhode Island	18,310
South Carolina	49,444
South Dakota	24,062
Tennessee	82,054
Texas	264,863
Utah	21,106
Vermont	10,735
Virginia	81,368
Washington	72,800
West Virginia	58,881
Wisconsin	88,808
Wyoming	10,846
U. S. Total	4,599,083

Philco Sales Record

PHILCO Corp. has announced that sales for third quarter 1952 had set a new record for that period with total sales of $82,227,000. This compares with $57,408,000 for the same period last year. Net income for the third quarter of 1952 after federal income taxes was $1,784,000 or 48¢ per share of common stock as compared with $2,222,000 or 60¢ a common share in 1951.

EDUCATION AID

WLWT (TV) Sets Programs

WLWT (TV) Cincinnati has gone a step further in its program to aid adult education on television by making its facilities available to 10 universities and colleges for a half-hour dramatic program Dec. 8, James D. Shouse, board chairman of Crosley Broadcasting Corp., announced last week.

Crosley is cooperating with the Allied University Council to help promote audience-building and evaluate the program's effectiveness on the viewing audience. The company has been experimenting the past two years with various phases of television and education by issuing grants to individual colleges for special studies.

The new dramatic feature will be produced by WLWT's Charles Vaughan, based on a script, "Money for Mars," written by Fred Smith, head of the Cincinnati College of Music.

Schools participating through the Allied University Council are: U. of Cincinnati, Xavier U., Indiana U., Ohio U., Miami U., U. of Kentucky, U. of Louisville, U. of Dayton, Ohio State U. and the Cincinnati College of Music. Among recipients of grants are Cincinnati, Xavier and Miami universities.

ELECTRON FIELD

Sarnoff Optimistic

FUTURE growth of the electronics industry will provide young men and women of America with tremendous opportunities for personal success and to explore new frontiers, Brig. Gen. David Sarnoff, RCA board chairman, wrote in the Nov. 16 issue of *American Weekly*, in an article called, "Hitch Your Wagon to an Electron."

Gen. Sarnoff said more opportunities exist today than ever before in history and cited the electron as the unit that would provide "one glowing path to success." He added that the electron "can create anything from well-paying technical jobs to great careers in science, art and industry."

Dale Newbold Retires

DALE NEWBOLD, after handling KOA Denver's financial and personnel affairs for 27 years, has retired, it was announced last week. From 1927 to the present, Mr. Newbold served under six managers and three ownerships. Reminiscing, Mr. Newbold commented that the station's monthly income now more than equals that which it took in during its first year of broadcasting. Mr. Newbold said he and his wife will move back to the family home at Evergreen, Col., where Mrs. Newbold operates an antique shop.

KLIX IS KLICKIN'

GPL REMOTE

WHUM-TV First to Use

FIRST use of the General Precision Laboratory new remote control camera system will be made by WHUM-TV Reading, Pa., scheduled to take the air in December, according to GPL officials. All four of WHUM-TV's image orthicon chains will have the remote feature [B•T, Aug. 11].

Each camera will be a standard GPL type fitted to a pan-and-tilt pedestal housing the servo-drive motors for control of camera movements from a distant point. All camera actions of pan and tilt plus lens change as well as focus and iris adjustments may be controlled from a point as much as 1,000 feet away. The servo-drive puts the camera through a pan action of 250 degrees, with 30 degrees tilt above the horizontal and 60 degrees below, it was explained.

Pre-set positions include an electronic "memory" of camera shots previously set up in exact adjustment. Six pre-set camera shots may be set up in advance. With all four chains in use, a choice of 24 pre-set camera shots will be available merely by pushing buttons. The shift to conventional tripods is quickly effected, according to GPL.

Major reduction in operating costs along with greater camera efficiency is predicted for the set up by Humboldt Greig, WHUM-TV president. He said the system "makes us feel that these will be self-liquidating cameras." The remote camera system is understood to have military applications.

OAKITE PLANS

To Use More Radio, TV

OAKITE PRODUCTS Inc., New York, maker of Oakite (detergent), plans increased use of radio and TV this fall and winter, according to Frank A. Conolly, manager, Oakite Package Div.

Oakite advertising messages go out over 71 radio and TV shows. Mr. Conolly was not specific about additional use of the broadcast media, but said "Oakite is preparing for a landslide of Oakite voters in grocery stores, through their increased activities to millions of additional televiewers and radio listeners."

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone License. Call on us for your technical personnel needs

Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

35 West Fourth Street, New York 14, N. Y.

RAYBURN'S BAN

Martin Expresses Opposition

CHANCE for relaxation of Speaker Sam Rayburn's ban on radio and TV pickups of proceedings in the House of Representatives [B•T, March 3, 10] appeared likely last week as Rep. Joseph W. Martin Jr. (R-Mass.), slated to be Speaker in the new Congress, expressed his opposition.

Speaking on the CBS-Television *Man of the Week* program Nov. 16, Rep. Martin said he could not go along with the flat ban imposed by Speaker Rayburn (D-Tex.). Rep. Martin contended the decision as to radio and TV pickups of hearings and related proceedings should be left to individual committees [B•T, Nov. 3, 10].

The radio-TV issue has been alive since the Kefauver hearings when prominent figures in the gambling world were portrayed on the TV screen.

A panel of Washington attorneys discussed the subject Sunday night (Nov. 23) on WWDC Washington. Panel members seemed in agreement that sponsorship of radio and television coverage of Congressional hearings and other government proceedings was not objectionable if properly handled. They could not agree, however, on the rights of radio and TV to pick up hearings, floor debates and court trials.

Cites January Sponsorship

On the subject of sponsorship Paul A. Porter, former FCC chairman, agreed the participation of advertisers was proper, citing the fact that most of the Presidential inaugural ceremonies will be broadcast and telecast under commercial auspices.

Thad Brown, NARTB television director and counsel, contended television had just as much right to carry advertising in connection with such coverage as newspapers but added that the advertising should be handled with decorum and taste.

Mr. Porter said radio and TV are entitled to parity treatment in covering hearings and trials, but limited the parity to presence of reporters operating in the same way as newspaper reporters.

Presence of "the public" through radio and TV coverage prevents star chamber proceedings, Mr. Brown argued. Francis Flanagan, chief of the Senate Permanent Subcommittee on Investigations, contended the presence of microphones and cameras makes witnesses nervous. "It's unfair to make a witness testify before 20 or 30 million people," he said. Vincent Wasilewski, NARTB attorney, said television "merely opens the door of the hearing room to the public."

When Mr. Porter said there was danger that viewers would tune in a program in the middle and not get the complete story, Mr. Brown replied that newspaper reporters hear portions of testimony and base their reports on these segments. Both sides of the debate agreed newspaper as well as radio and TV coverage are influenced by showmanship and public interest in special people and particular hearings.

As to the rights of witnesses, Mr. Wasilewski conceded there can be cases where a private hearing is necessary but reminded that the TV camera doesn't need glaring klieg lights.

Moderator of the WWDC program, *District Roundtable*, was Charles Cutler, attorney of Kirkland, Fleming, Green, Martin & Ellis, Washington.

Rep. Martin's response to a radio-TV coverage question on the CBS *Man of the Week* forum follows:

"I never really agreed with the ruling of Speaker Rayburn. I can see where he could rule that way, you understand. I believe that in the lack of specific authority that the regulation of broadcasting in the committees should be left to the committee and Speaker Rayburn ruled that because of the committees proceeding, under the rules of the House that gave the Speaker full authority over the question. I don't believe that. I believe that it is the other way around—that lacking the specific authority, the power rests with the committees."

Raytheon Antenna

RAYTHEON MFG. Co., Waltham, Mass., announced last week that a commercial radar antenna it described as the "world's largest" will soon be turned over to the Navy for transfer from Fort Wadsworth, Staten Island, to an undisclosed location. The antenna, which has a span of 41 feet, is part of an installation which Raytheon has lent to the Port of New York Authority since April 1951 for study of its feasibility as a navigational aid for the port.

WGN Goes Along

RETIRED Army officer from Unitah County in Utah wrote WGN Chicago asking if he could advertise on the station for tenants needed on his farm. Request was turned over to salesman Norman Stewart by WGN's farm director, Norm Kraeft. Mr. Stewart sold the Utah farmer two spots at $36 each in the 6-6:30 a.m. farm period for two days.

MBS MEETING

Midwest Affiliate Conclave

MUTUAL carried its new programming plans and long-range sales concepts to the Midwest last week in the first of a series of six regional meetings designed to outline objectives of the network and its affiliates and to bring them closer together [B•T, Nov. 17].

Thomas F. O'Neil, board chairman and president of MBS and key executives of the network met at Chicago's Drake Hotel Monday and Tuesday with almost 80 affiliated station representatives from more than one-half of MBS outlets in the midwestern area. Area hosts included E. J. McKellar, KVOX Moorhead, Minn.; J. Porter Smith, WGRC Louisville; Fred Wagenvoord, KCRG Cedar Rapids, and Hugh Potter, WOMI Owensboro, Ky.

Mr. O'Neil's blueprinting of the network's long-range plans, and his conviction that radio will continue to do well in TV as well as non-TV markets, was reiterated to affiliates at the Monday morning business session. He was followed by Robert Schmid, vice president in charge of advertising, research and press information. Other speakers that day were Julius F. Seebach, vice president in charge of programming; Bert J. Hauser, director of co-op programs, and William H. Fineshriber, executive vice president. The Tuesday business session was concerned primarily with a lengthy question and answer session, closed to non-affiliates.

IT'S A HABIT!

For 25 years, farmers in Kansas and nearby states have turned to WIBW for dependable service and preferred entertainment.

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FCC actions

NOVEMBER 14 THROUGH NOVEMBER 20

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-sychronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 103.

November 14 Decisions . . .

BY COMMISSION EN BANC

Renewal of License

Granted renewal of licenses for following stations for regular period:

KIRO-FM Seattle, Wash.; KRE-FM Berkeley, Calif.; WAFB-FM Baton Rouge, La.; WCPO-FM Cincinnati, Ohio; WCVS-FM Springfield, Ill.; WDAE-FM Tampa, Fla.; WDBQ-FM Dubuque, Iowa; WDNC-FM Durham, N. C.; WEAU-FM Eau Claire, Wis.; WEEI-FM Boston, Mass.; WENR-FM Chicago, Ill.; WEVD-FM New York; WFHR-FM Wisconsin Rapids, Wis.; WFJL (FM) Chicago, Ill.; WHBL-FM Sheboygan, Wis.; WHMA-FM Anniston, Ala.; WHO-FM Des Moines, Iowa; WIBA-FM Madison, Wis.; WITH-FM Baltimore, Md.; WJBC-FM Bloomington, Ill.; WJEJ-FM Hagerstown, Md.; WJLN (FM) Birmingham, Ala.; WJPG-FM Green Bay, Wis.; WKMH-FM Dearborn, Mich.; WLDS-FM Jacksonville, Ill.; WLIL-FM Lenoir City, Tenn.; WMIX-FM Mt. Vernon, Ill.; WMSA-FM Massena, N. Y.; WOC-FM Davenport, Iowa; WOMC-FM Royal Oak, Mich.; WOSA (FM) Merrill, Wis.; WPAY-FM Portsmouth, Ohio; WRJN-FM Racine, Wis.; WRUF-FM Gainesville, Fla.; WSLB-FM Ogdensburg, N. Y.; WSVS-FM Crewe, Va.; WTMV-FM E. St. Louis, Ill.; WWST-FM Wooster, Ohio; WIKY-FM Evansville, Ind.; KTYL-FM Mesa, Ariz.; WLEE-FM Richmond, Va.; WPEN-FM Philadelphia, Pa.; WPIC-FM Sharon, Pa.; WPJB-FM Providence, R. I.; WPRS-FM Paris, Ill.; WQDI (FM) Quincy, Ill.; KIXL-FM Dallas, Tex.; WARL-FM Arlington, Va.; KXEL-FM Waterloo, Iowa; KYSM-FM Mankato, Minn.; WAYS-FM Charlotte, N. C.; WCNT-FM Centralia, Ill.; WHVA (FM) Poughkeepsie, N. Y.; WJPA-FM Washington, Pa.; WMAQ-FM Chicago; WMBD-FM Peoria, Ill.; WMFM (FM) Madison, Wis.; WMUN (FM) Muncie, Ind.; WSJS-FM Winston-Salem, N. C.; WSOC-FM Charlotte, N. C.; WSOY-FM Decatur, Ill.; WSTV-FM Steubenville, Ohio; WTAX-FM Springfield, Ill.; WVCN (FM) Ithaca, N. Y.; WJDX-FM Jackson, Miss.; WLOS-FM Asheville, N. C.; WTWO (FM) Dayton, Ohio; WWHG-FM Hornell, N. Y.; KECA-TV Los Angeles; KFMB-TV San Diego; KGO-TV San Francisco; KHJ-TV Los Angeles; KNBH (TV) Hollywood; KPIX (TV) San Francisco; KRON-TV San Francisco; WBTV (TV) Charlotte, N. C.; WENR-TV Chicago; WFMY-TV Greensboro, N. C.; WGN-TV Chicago; WHBF-TV Rock Island, Ill.; WNBQ (TV) Chicago.

November 17 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WRMA Montgomery, Ala.—Mod. CP, which authorized new AM, for approval of ant. and trans. location, specify studio location and type trans.

WBOY Tarpon Springs, Fla.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location.

WION Ionia, Mich.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location and change type trans. AMENDED to change type trans.

WFRA Franklin, Tenn.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location.

Change Type Transmitter

WJAZ Albany, Ga.—Mod. CP, which authorized new AM, to change type trans.

License for CP

KICA Clovis, N. M.—License for CP, which authorized changes in DA.

Extension of Completion Date

KGKO Dallas, Tex.—Mod. CP, which authorized new AM, for extension of completion date.

License Renewals

Following stations request renewal of license:

WBBM Chicago; WVLN Olney, Ill.; WNBS Murray, Ky.; WCBI Columbus, Miss.; WMNE Menomonie, Wis.; WFHR Wisconsin Rapids, Wis.; WEAW (FM) Evanston, Ill.

Change Antenna Height

WHYN-FM Holyoke, Mass.—CP to change ant. height above average terrain from 985 ft. to 968 ft.

APPLICATION DISMISSED

WKMT Kings Mountain, N. C.—Mod. CP, as mod., which authorized new AM, to change from 500 w to 1 kw.

November 18 Decisions . . .

BY BROADCAST BUREAU

Change Antenna Height

WHYN-FM Holyoke, Mass.—Granted CP to change ant. height from 985 to 970 ft.

Change ERP

WICC-TV Bridgeport, Conn.—Granted mod. CP to change ERP from vis. 81 kw, aur 46 kw to vis. 180 kw, aur 91 kw; change studio location.

WRAK-FM Williamsport, Pa.—Granted application to change ERP from 3.2 kw to 4 kw and ant. height from 1270 ft. to 1220 ft. Change trans. location.

Granted License

WIKE Newport, Va.—Granted license for AM, 1490 kc, 250 w unl.

WARM Scranton, Pa.—Granted license covering changes in facilities to 590 kc, 5 kw-unl. installation of new trans. and change in trans. location; engineering condition.

Change Transmitter Location

WSLM Salem, Ind.—Granted mod. CP to change trans. and main studio locations; engineering conditions.

Change Name

KOTV (TV) Cameron Television Inc., Tulsa, Okla.—Granted mod. license to change name to Wrather-Alvarez Inc.

WAFM (FM) Birmingham, Ala.—Granted mod. licenses to change name to The Television Corp.

Granted STA

KONA Honolulu, T. H.—Granted STA to operate TV on Ch. 11 on commercial basis for period ending May 14, 1953, with power of 5 kw vis., 2.7 kw aural; ant. height 337 ft., with single section battery ant. mounted on top of KPOA-AM tower.

ACTIONS ON MOTIONS

By Comr. Frieda B. Hennock

Fort Wayne Television Corp., Fort Wayne, Ind.—Granted petition for dismissal without prejudice of application for new TV.

KPRC Houston, Tex.—Granted petition to intervene in proceeding re applications for CP's of Jerrell A. Shepherd, Jefferson City, Mo. and Town & Farm Co. Inc., Columbia, Mo.

Chief, Broadcast Bureau—Granted petition for dismissal as moot of proceeding in matter of petition of WSPD for designation for hearing of the application of WKJG Fort Wayne, Ind.

By Examiner James D. Cunningham

Aladdin Radio & Television Inc.; Denver Television Co., Denver, Col.—Granted joint motion for extension of time from Nov. 17 to Nov. 24, 1952, to file proposed findings in proceeding re applications for CP's for new television stations.

By Examiner William G. Butts

John C. Pomeroy, Pontiac, Mich.; William R. Reed, Pontiac, Mich.; WSTR, Sturgis, Mich.—Hearing in this proceeding continued to 10 a.m., Nov. 28, 1952, at Washington, D. C., because of pending petition of Pomeroy to dismiss application and of statement by counsel for Reed at prehearing conference that petition would forthwith be filed to dismiss application and statement by counsel for WSTR that petition would be filed to amend application.

By Examiner Fanney N. Litvin

News Sentinel Bcstg. Co. Inc., Fort Wayne, Ind.—Granted petition to amend application for CP for new TV to show current data with respect to citizenship and percentage of ownership of stockholders, officers and directors in News Pub. Co., parent corporation of applicant.

By Examiner Benito Gaguine

Notice is given of further prehearing conference in proceeding re CP's for new television stations on Ch. 12 in Flint, Michigan—WJR; Trebit Corp., and W. S. Butterfield Theatres Inc.—in Room 2704, Temporary T Bldg., Washington, D. C., at 10 a.m., Nov. 13, 1952, to consider, among other things necessity or desirability of simplification, clarification, amplification or limitation of issues; possiblity of stipulating with respect to facts; procedure at hearing; limitation of number of witnesses; necessity or desirability of prior mutual exchange between or among parties of prepared testimony and exhibits.

By Examiner Thomas H. Donahue

Notice is given of prehearing conference in proceeding re applications for CP's for new television stations on Ch. 46—John Poole Bcstg. Co. and Jack O. Gross and on Ch. 40—Maria Helen Alvarez and Cal Tel Co., all at Sacramento, California, in Room 2091, Temporary T Bldg., Washington, D. C., at 10 a.m., Nov. 13, 1952, to consider, among other things, necessity or desirability of simplification, clarification, amplification or limitation of issues; possibility of stipulatng with respect to facts; procedure at hearing; limitation of number of witnesses and necessity or desirability of prior mutual exchange between or among parties of prepared testimony and exhibits.

By Examiner Herbert Sharfman

Head of the Lakes Bcstg. Co., Duluth, Minn.—Granted petition to amend TV application by changing location of proposed main studio to Superior, Wis., with another studio at Duluth.

Red River Bcstg. Co., Duluth, Minn.—Granted petition to amend TV application by substituting new Form 301 and related exhibits.

Lakehead Telecasters Inc., Duluth, Minn.—Granted petition to amend TV application by (1) *inter alia*, specifying Duluth, Minn., as site of main studio and Superior, Wis., as site of auxiliary studio; (2) changing officers and directors listed in Sec. II; (3) substituting certain financial and program data for certain answers in Secs. II and

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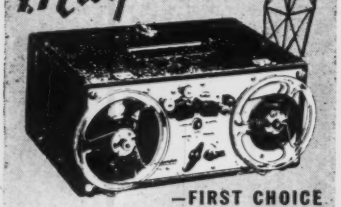

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IV; and (4) correcting certain errors in Sec. V-C.

November 18 Applications . . .

ACCEPTED FOR FILING
License for CP

WAPI Birmingham, Ala.—License for CP, which authorized increase in D power.

KJNO Juneau, Alaska—License for CP, as mod., which authorized new AM.

WMOC Covington, Ga.—License for CP, which authorized change in frequency, increase in power and change in hours of operation, to change type trans.

WALM Albion, Mich.—License for CP, which authorized new AM.

KPRS Kansas City—License for CP, which authorized changes in ant. system and change in studio and trans. location.

WMOU Berlin, N. H.—License for CP, which authorized change in trans. location and change in ant. system.

KSGA Redmond, Ore.—License for CP, as mod., which authorized new AM.

KIJV Huron, S. D.—License for CP,

(Continued on page 102)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Upper Midwest daytimer needs manager to open office and studio in second city with over 20 million annual retail sales. Must sell, program and MC one or more hours daily. Best references and personal interview required. Box 77S, BROADCASTING • TELECASTING.

Wanted: Assistant manager for 5,000 watt CBS station with TV application. Located in Northwest. Must know sales promotion and be able to handle personnel. Box 111S, BROADCASTING • TELECASTING.

Wanted: Aggressive sales and community-minded manager for 1 kw daytime independent; non-competitive, Mid-Atlantic market. Salary plus incentive. Box 118S, BROADCASTING • TELECASTING.

Salesmen

Immediate opening sales manager of aggressive Southeast network affiliate. You will take over substantial billing with guarantee against commission on all station sales. If you can sell in a competitive market, rush summary of experience to Box 25S, BROADCASTING • TELECASTING.

Aggressive salesman to take over complete sales. No drifters or hotshots. $75.00 per week plus 10 percent. Opening immediately. KBMX, Coalinga, California.

Copywriter-salesman. Progressive independent. Single market. Permanent job. Salary, mileage. WMDN, Midland, Michigan.

If you want to sell for aggressive daytimer, good market, naming terms—within reason—in return for proven ability, contact Box 721 at once, Metropolis, Illinois.

Phone salesman sell GBA campaigns for stations. Top comms., bonus. 727 Meriden Road, Waterbury, Conn.

Announcers

Combination announcer-engineer with first class license wanted by network affiliate near Atlanta. Good working conditions. Favorable salary. Southerner preferred. Reply to Box 943R, BROADCASTING • TELECASTING.

Opening all-round staff announcer for Texas ABC station. Tell all. Box 971R, BROADCASTING • TELECASTING.

Aggressive salesman-announcer to manage branch studios Ohio town of 14,000. Must be experienced with references. Salary-commission basis, send photo and details. Box 15S, BROADCASTING • TELECASTING.

Junior news man ready take next step to news director. Enterprising local station, Northeast. Send full story in letter. Box 29S, BROADCASTING • TELECASTING.

Combination announcer-engineer for small Virginia network station. Strong on announcing, $60.00 to start. No drunks or prima donnas. Box 49S, BROADCASTING • TELECASTING.

Florida. Announcer with first class ticket. Must have better than average voice. Air mail tape or disc. Ninety dollars for forty hours. Box 116S, BROADCASTING • TELECASTING.

Experienced announcer strong on DJ and news. $55.00 for 40 hours to start. Mutual affiliate 90 miles from New York City. Pleasant living and working conditions. Congenial staff. Send resume, picture, disc or tape. Box 121S, BROADCASTING • TELECASTING.

Successful Iowa independent will pay excellent salary to combination announcer-engineer who can do top air work. Send audition, picture, etc. Box 123S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Experienced announcer with deejay personality. North Carolina independent. Good salary for right man. Box 128S, BROADCASTING • TELECASTING.

Combo man, accent on accounting, must have first phone. $75.00 per week. Opportunity to sell on commission. Opening January first. KBMX, Coalinga, California.

A station with a sense of humor in wonderful Hawaii is looking for a combination announcer-engineer. Prefer a disc jockey who can sell merchandise on the air and who has had some writing experience. Air mail, KIKI, Honolulu, tape and photograph.

Wanted: Announcer-engineer. Accent on announcing. Salary commensurate with ability. Write General Manager, KNEX, McPherson, Kansas.

Wanted: combination announcer-engineer. Salary 60 to 70 dollars per week. Write KPOC, Box 250, Pocahontas, Arkansas.

Night man to spark midnight to 6:00 a.m. First phone. $86.40 for 40 hours. KREM, Spokane, Washington.

Immediate opening — Announcer-operator, emphasis announcing, start $325.00 month. KTFS, Texarkana, Texas.

Announcer-engineer: Excellent working conditions, good salary, 40 hour week, near New York. WALK, Patchogue, Long Island, New York.

Experienced announcer - pioneer Michigan radio station has opening for capable staff announcer. Excellent working conditions. Graduated wage scale. Send audition, photo, and letter of qualifications to Station WFDF, Flint, Michigan.

Combination announcer-engineer for 1 kw independent. Send disc or tape and picture to WFPM, Fort Valley, Georgia.

1 kilowatt central Florida Mutual station wants permanent combo man. 40 hour week. Shirt-sleeve climate. Write or call WLBE, Leesburg, Florida.

WMTE, Manistee, Michigan needs one good announcer-engineer with license. 44 hour week.

Wanted—Exprienced announcer. Good air man. Willing to accept responsibility. Chance for PD. Good starting wage. WRMN, Elgin, Illinois. Phone 7700.

Announcer - combination man. First class license. 5,000 watt fulltimer. WTVB, Coldwater, Michigan.

Combination announcer-engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Experienced announcer for new 1 kw station opening in Griffin, Ga. Must be good. We do not mind paying what you are worth. Send disc or tape and experience to R. H. Thompson, WWNS, Statesboro, Georgia.

Technical

Florida — Maintenance engineer with college degree, first phone, commercial experience, start January for college radio-TV Dept. Box 21S, BROADCASTING • TELECASTING.

First phone man, experienced or inexperienced. Downtown studio-transmitter operation Midwest small market. Box 60S. BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Sober, dependable, married, exempt, first ticket holder with good voice immediately for Midwest independent. Experience unnecessary. Good pay. Rush details. Box 63S, BROADCASTING • TELECASTING.

Help wanted: First class engineer for 250 watt small town network station. $45.00 start—regular raises. Box 82S, BROADCASTING • TELECASTING.

Need combination man or operator. Good proposition for right man. Box 84S, BROADCASTING • TELECASTING.

Virginia kw needs engineer. State minimum salary expected. Box 94S, BROADCASTING • TELECASTING.

First class engineer. 1,000 watt fulltime ABC affiliate. Box 103S, BROADCASTING • TELECASTING.

Immediate opening for engineer with first phone. Permanent. Box 124S, BROADCASTING • TELECASTING.

Immediate opening for first phone engineer. Good pay. Inexperienced applicants considered, 250 watt ABC station. Send background and reference information with first letter to KBIX, Muskogee, Oklahoma.

First phone engineer wanted November 21 in fast growing Southwestern city. Starting salary $260.00 per month. Living quarters for single man. Car necessary. KECK, Odessa, Texas.

AM transmitter engineer. Permanent position. Television opportunities in near future. Station KGHF, Pueblo, Colorado.

Needed at once—Chief engineer 5 kw CBS, 100 dollars wk. Knowledge of TV required. Also assistant engineer for transmitter duty at 70 dollars wk. Contact Manager, KGVO, Missoula, Montana.

Transmitter engineer — Immediate opening for experienced man capable of handling some transmitter maintenance on 5 kilowatt directional. Salary commensurate with experience and ability. Apply Chief Engineer, KWWL, Waterloo, Iowa.

First class engineer, no experience needed; $50.00 for 40 hours; time and a half for overtime. WCBT, Roanoke Rapids, North Carolina.

Combination men for new daytime AM where small town advantages include cosmopolitan living. Send disc or tape to WCHL, Chapel Hill, North Carolina.

Wanted: Combination engineer-announcer, daytime station. Good salary. Permanent. WEAB, Greer, South Carolina.

Engineer. Chicago suburban. First phone. No experience necessary. 49 hour week. $60.00. All details first letter. WEAW, Evanston, Illinois.

First class engineer. No experience necessary. Good opportunity for right man. Apply WFLB, Fayetteville, North Carolina.

Engineer, first phone, $50.00, 40 hours. Unexperienced. Time and half, overtime. WFMD, Frederick, Maryland.

Engineer, with first class license. No experience necessary. Paid hospitalization and insurance. Union scale. Give full resume first letter. Write Technical Supervisor, Radio Station WJEF, Pantlind Hotel, Grand Rapids, Michigan.

Help Wanted (Cont'd)

Combination engineer-announcer wanted for indie, must be strong on announcing and ad-lib. Permanent job with good organization. Modern facilities. $70.00 weekly to start. Write to George C. Shurden, General Manager, Radio Station WMFC, Monroeville, Alabama. Send audition. All auditions will be returned. If close, call 1220.

WMTE, Manistee, Michigan needs one good announcer-engineer with license. 44-Hour week.

Engineer with first phone, some announcing, needed immediately. Also, one salesman. Call 2639, Mr. Hanly, WNAV, Annapolis, Md.

First phone. No announcing. $60.32 for 44¾ hours week. Good working conditions. Station mile from bus line. Send qualifications and references to Harold I. Peters, Chief Engineer, WOMI, Owensboro, Kentucky.

Wanted: First class engineer, no experience required. Write WREL, Lexington, Virginia.

First phone: transmitter operator, WSYB, Rutland, Vermont.

Chief engineer, some announcing. Excellent working conditions. Two fifty watt, day. Phone 37-366, Tampa, Florida.

Production-Programming, Others

Experienced girl copywriter. Man's pay for man-size job Pennsylvania independent. Time available for woman's program. Send sample copy and photo. Box 278R, BROADCASTING • TELECASTING.

Program-production director with ability and experience for independent operation in large market. Box 59S, BROADCASTING • TELECASTING.

Excellent Texas small market needs PD with emphasis on local programming including farm, ranch angle. Box 99S, BROADCASTING • TELECASTING.

Program director, immediately-experienced, versatile, sales-minded, for music and news independent in good market. Present and future income commensurate with ability. Wire or phone KFMA Broadcasting Co., 415 Perry Street, Davenport, Iowa.

Television

Announcers

$80.00 a week for good announcer strong on "sell" and DJ. TV future in good Midsouth market. Send complete details in first letter. Replies confidential. Box 763R, BROADCASTING • TELECASTING.

Technical

AM engineer with first phone. Emphasis on control room experience. Promotions can take you into well-established TV plant. State AM experience and training. Box 47S, BROADCASTING • TELECASTING.

TV applicant in fine Midwestern city is now accepting applications for qualified personnel in all phases of TV engineering. Please state experience, qualifications, marital status and salary expected. Box 86S, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Program manager: Station experience from 250 to 50,000 watt as program manager, manager, announcer, continuity director. Network and agency experience over NBC and ABC. Will furnish highest references from past and present affiliations. Presently program manager for leading station and regional network. Box 61S, BROADCASTING • TELECASTING.

Settled, married. 12 years local stations. Qualify as manager or PD-announcer-sales. Like small towns. Box 93S, BROADCASTING • TELECASTING.

Manager for small station. Strong on sales. Mature. Experienced in all phases of radio. Box 95S, BROADCASTING • TELECASTING.

Major market general - commercial manager with long time record for "bringing in the business" desires plan with rewards for results. Experience both independent and network AM operations. Television consulting experience. Box 115S, BROADCASTING • TELECASTING.

XUM

Situations Wanted—(Cont'd)

Salesmen

Salesman with knowhow. Excellent sales record. College graduate. Car. Send complete details. Box 96S, BROADCASTING • TELECASTING.

Announcers

Announcer, veteran. Producer. DJ personality. Four years radio-stage performance. Single, young, highly versatile. Specialty: musical production, interviews, quiz shows. Employed net station. Seeking AM-TV operation. Box 45S, BROADCASTING • TELECASTING.

Announcer — Four years experience; college graduate; veteran; Florida preferred. Box 75S, BROADCASTING • TELECASTING.

Sportscaster, four years experience. Outstanding basketball. Veteran, 26, single. References, disc available. Box 79S, BROADCASTING • TELECASTING.

Schools-colleges—Announcer-news editor. Six years in radio. Teaching background. MA degree. Desires position in radio department. Now employed 5000 watt MidSouth Station. Box 80S, BROADCASTING • TELECASTING.

Announcer, narrator, actor, radio, TV, film experience. Versatile utility man. Formerly free lance, desires permanent position with aggressive station where ability and ingenuity are recognized. Box 85S, BROADCASTING • TELECASTING.

Announcer, control board operator, graduate-radio broadcasting school. Experience light. Ambitious, conscientious and willing. Single, 29, available immediately. Box 88S, BROADCASTING • TELECASTING.

If DJ, newscaster, MC, etc., wants assistant, I am available. New in business, little experience. Want to learn with topnotch men. Box 89S, BROADCASTING • TELECASTING.

Announcer, few months experience. Married. Will stay once hired. Box 90S, BROADCASTING • TELECASTING.

Capable announcer, thoroughly experienced. Desire permanent position in congenial regional station. Married veteran. References, disc. Box 97S, BROADCASTING • TELECASTING.

Young man, 21, college graduate, desires broadcasting job. Will do any work but sports is specialty. Limited commercial experience. Available immediately. Box 107S, BROADCASTING • TELECASTING.

Announcer-disc jockey, beginner, single, veteran, conscientious. Travel anywhere. Available immediately. Box 109S, BROADCASTING • TELECASTING.

Radio announcer; currently employed; veteran; married; 24. Steady and sober. Specialty is personality DJ work. Audience builder. Can read, cast, talk news. Operate board. Write or wire Box 113S, BROADCASTING • TELECASTING for tape. Available anytime; immediate replies.

Announcer-copywriter with personality and ability. Strong commercial delivery. Willing, enthusiastic, ambitious-experience — my goal. Box 127S, BROADCASTING • TELECASTING.

Personality announcer: Friend of the housewife. Over 4 years wide experience. Have own shows. Just released from Navy. Married, 30, college graduate, prefer Indiana, Illinois, Michigan, or Northern Ohio. Minimum salary $300.00 per month. Box 120S, BROADCASTING • TELECASTING.

Announcer—2 years experience. 27 years of age. Single. Northern. Eugene L. Books, Rumback Hotel, Littlefield, Texas.

Announcer-DJ. Some New York experience. Resume, photo and audition disc on request. Good voice and appearance. Draft exempt, married, no children. Conscientious worker—wishes to become part of good community. Wire collect, Carl Servel, 66 Riverside Avenue, Lyndhurst, New Jersey.

Announcer, DJ, control board operator. Married, draft exempt. Versatile-adaptable. Willing travel, settle down small community. Some experience. Disc and resume available. John Skripko, 4205 Kepler Avenue, Bronx, New York.

Announcer-engineer. First phone. Network experience. Veteran with family. Prefer West. Available immediately. Ernie Stevens, 4303 Elmer Ave., North Hollywood, California.

Situations Wanted—(Cont'd)

Technical

Announcer - copywriter - salesman. Metropolitan experience. Advertising agency background. West preferred. Box 81S, BROADCASTING • TELECASTING.

Engineer, 4 years experience, maintenance construction. Married, draft exempt, permanent. Box 98S, BROADCASTING • TELECASTING.

First phone, no commercial experience. Single, veteran. Technical school graduate. Immediately available. Box 102S, BROADCASTING • TELECASTING.

Engineer — First phone, experienced transmitter and console. Desire position with progressive station. Box 117S, BROADCASTING • TELECASTING.

First class operator desires engineering position. Seven years electronics experience. Southwest preferred. Sixty-five dollars. Auto. Box 119S, BROADCASTING • TELECASTING.

First phone license. No broadcast experience. Technical school graduate. Experienced radio technician. Speak Spanish fluently. Married, Veteran. Wilfredo Rios, 264 Tenth Avenue, New York, N. Y.

Transmitter operator available. Texas enemies proved nothing. Smear campaign. My side of story available. Lewis Sherlock, Box 891, Denver 1, Colorado.

Production-Programming, Others

News director, currently situated with strong network affiliate. Writer, newscaster, assistant production director. Single, young, college background. Dramatic, public affairs experience. TV news training. Seek minimum 5 kw or TV. Box 46S, BROADCASTING • TELECASTING.

Research analyst, young, M.A. social psychology, experienced audience research, radio and TV effect studies utilizing most up to date research techniques. Desires association with research firm or department. Box 91S, BROADCASTING • TELECASTING.

Topflight newsman-copywriter: Korea veteran. Over one year writing experience. College graduate and radio school background. Details, tape on request. Box 100S, BROADCASTING • TELECASTING.

Concentrated four years experience announcing, news, promotion. Grade A. Industrious. $80.00. Box 106S, BROADCASTING • TELECASTING.

Twenty years experience in program direction, production, personnel supervision, commercial writing; also professional theater and film direction; have sold to nets as free lance writer. Have training in TV. Desire AM-TV position. Top-drawer references include immediate employer. Interested in station with TV CP. Will go anywhere with future. Box 108S, BROADCASTING • TELECASTING.

I'm looking for something better. Are you? Staff with sports, basketball. Punch or purr, but sell. Plenty experience: program director. Money's nice, but also solid, happy organization. Pennsylvania, New York, College, married, car. Box 114S, BROADCASTING • TELECASTING.

Television

Technical

Five years chief engineer, fifteen years experience. Employer tied up in hearing. I am anxious to get into television. Complete details upon request. Box 76S, BROADCASTING • TELECASTING.

Chief engineer—College graduate. Five years experience as field engineer with leading television manufacturer. Qualified to design, construct, and maintain VHF or UHF television station. Box 110S, BROADCASTING • TELECASTING.

Twenty years of broadcasting, manufacturing, and installation experience, four years TV. Capable of supervising the installation of your UHF or VHF equipment from camera to antenna. Desire connection with a progressive organization with the future a prime consideration. Finest references. Box 112S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Newsman, two years experience editing TV news, plus experience writing and broadcasting radio news. Master's degree in journalism. Presently employed, but seeking situation with better opportunities. Would require three weeks' notice. Reply to Box 18S, BROADCASTING • TELECASTING.

Producer-director-program manager, 2 years with major TV network. Experienced all phases television production. Interested in heading program operation on new television station. Address replies Box 23S, BROADCASTING • TELECASTING.

TV station operators — Is the thaw draining off the cream of your staff? Program director of famous metropolitan TV station is ready to work for you at reasonable rate. Has a good job—wants a better one. Box 78S, BROADCASTING • TELECASTING.

Television consultant — Why increase your personnel? Solve program-production problems by letting me join you temporarily, training and working with your staff, adding inexpensive and saleable local presentations, improving worrysome shows, saving you more than I cost! This I accomplished at one important station, costing management less than their best director-producer! Competition demands improved television! I know, having worked from dolly pusher to production manager. Write Box 87S, BROADCASTING • TELECASTING.

Have experience and record to qualify as television news director. One year TV, ten years radio. Delivery with no prompting aids. Desire permanent post, South or West. Interested all TV offers involving air work. Box 105S, BROADCASTING • TELECASTING.

For Sale

Stations

Well-established daytime Midwest AM independent in single and non-TV market showing excellent profit to resident owner who must retire due to ill health. Cash, principals only. Box 64S, BROADCASTING • TELECASTING.

Southwest. 250 Watt independent. Gross over $125,000.00. Fast growing area. Good proposition available for good operator. Box 83S, BROADCASTING • TELECASTING.

Equipment, etc.

Television channel 2 or 3 RCA TF3A 3 bay bat wing antennae. Available for immediate shipment. Box 66S, BROADCASTING • TELECASTING.

New installation releases for immediate sale: 1 kw transmitter and auxiliary equipment including rectifier, modulation monitor, new and used tubes, etc. Write for complete list. Box 92S, BROADCASTING • TELECASTING.

1250 feet Andrew type 83⅜" coax cable. Raytheon 250 watt model R. A. 250 transmitter 730 kc. One Doolittle frequency monitor 730 kilo. crystal. Box 104S, BROADCASTING • TELECASTING.

RCA model 300-C phase monitor, well maintained. Original cost $550.00. Recently replaced by later model. For quick sale $200.00. Box 122S, BROADCASTING • TELECASTING.

For sale: Used RCA six bay TV antenna, type TF6A/B for channel 11; 15/8" phasing section and diplexer. WKRC-TV, Cincinnati, Ohio.

For sale—One Federal Telephone & Radio Corp. 193A, 10 kw FM transmitter; one Hewlett-Packard 335-B FM monitor used one and one-half years. Good as new. Also, one Truscon self-supporting insulated triangular tower, 229 feet above the insulators, complete with A-3 lighting equipment and insulators. Box 129S, BROADCASTING • TELECASTING.

Like new, Magnecorder tape recorder. Includes: PT63-AH with case, PT7-P (mixer, 3 mike inputs, 1 bridging input, will feed phone line) with case, PT6M spooling mechanism (one hour capacity) and PC-MA case. All cables. Was spare recorder. Cost $955.00 new. What do you offer? Bill de Dufour, Chief Engineer, WFUV-FM, Fordham University, New York 58, N. Y.

For Sale—(Cont'd)

Presto TL-10 playback mechanism with adapter plate, 7½ and 15 IPS capstans. Used three months. Good as new. $125.00. KMMO, Marshall, Missouri.

Antennas: Cheap. Four-section RCA aluminum pylon; four-section RCA heavy-duty steel pylon. Both for 96-108 megacycles. WKRC-TV, Cincinnati, Ohio.

Wanted to Buy

Stations

Highly qualified engineering manager with AM and TV background wishes purchase station or partnership in successful operation. Prefer station with TV possibilities. Box 16S, BROADCASTING • TELECASTING.

Wanted to buy major or entire interest station Southwest from owner. Complete details first letter, confidential. Box 38S, BROADCASTING • TELECASTING.

Equipment, etc.

Wanted: A FM Collins 4-bay strapon antenna or any other FM side mount antenna. WHOS, Decatur, Alabama. Telephone 991.

Wanted: Modulation reactor for 5 kw transmitter using 892-R final amplifier, WMBD, Peoria, Illinois.

Miscellaneous

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas, phone 3-3901.

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

Managerial

Commercial Manager's Position

in Oregon's Willamette Valley with kilowatt station. Good guarantee and percentage of gross. We want a young but experienced man who can sell a well-produced idea to intelligent clients. Station has excellent acceptance, is independent, serves an area of over 150,000. Excellent city for family and good future. Reply in detail to Box 30S, BROADCASTING • TELECASTING. West Coast men given preference.

For Sale

Stations

WEST NORTH CENTRAL PROPERTY

PROFITABLE

You walk into a good billing. Numerous accounts well-spread. Strong backlog local biz. 80% of total on station. Solid! Very favorable operating ratio.

KILOWATT DAYTIME - Fine Dial Spot

Low operating cost. Top Equipt. Daytime headache-less operation. TV no problem. AM-FM competition doesn't register. A real deal!

FINE BUSINESS OPPORTUNITY

Station that is a solid investment. Current business very favorable. Future prospects better. Stand to increase billings 30%. Middle of 200,000 close-in market. Half-million in half-millivolt. Good programs—No network tangle. Freehand operation, strong local-market support. A good deal for active owner or owners.

Priced in line with Gross & Earnings

Buyer must be ready to take over soon. Seller wishes to enter new interest. Inquiries to Box 101S, BROADCASTING • TELECASTING. Prompt replies.

(Continued on next page)

XUM

Equipment, etc.

FEDERAL

TYPE 101-A

FIELD INTENSITY METER

Good Condition

1949 NBS calibration. Contact Frank B. Hales, Chief Engineer, WBRY, Waterbury, Conn.

Are you trying to get on the air *quickly* with your new television construction permit?

Here's the answer to the steel shortage for you. For sale, erected 400' self-supporting Truscon type D-30 tower. Designed to resist thirty-pound wind pressure in accordance with specification of RTMA. Can be dismantled and shipped within thirty days. Wire or write Box 663R, BROADCASTING • TELECASTING.

Miscellaneous

How about Erecting, Altering, Painting your Tower-Antenna-Lights?

We're ready

J. M. HAMILTON & CO.

PAINTING • ERECTING MAINTENANCE • YEARS OF EXPERIENCE

Box 2432, Tel: 4-2115, Gastonia, N. C. 316 Briland St., Tel: King 8-8230, Alexandria, Va.

Employment Service

WANT A GOOD EXECUTIVE? Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.

HOWARD S. FRAZIER

TV & Radio Management Consultants

708 Bond Bldg., Washington 5, D.C.

ADLAI FROWNS

Radio-TV Fund Plan Evokes Displeasure

EFFORTS to set up a national organization which would raise radio-TV funds on his behalf—perhaps for regularly-scheduled appearances—have evoked disfavor from Gov. Adlai Stevenson, it was learned last week.

The move has been gathering more momentum than moss since the Democratic Presidential nominee went down in defeat.

There had been some reports that the Illinois Governor had personally frowned on the proposal that money be raised through such an organization for either periodic or regular radio and television speaking dates.

A close associate of the Governor also has doused the proposal. Carl McGowan, a special assistant to Gov. Stevenson and a practicing attorney, told BROADCASTING • TELECASTING last week that the movement was not authorized and indicated strongly that the Democratic nominee was not in favor of the proposed plan.

Since the plan was revealed, the subject has evoked widespread approval from other political groups as well as radio-TV trade editors and segments of the listening-viewing public.

Plans for a new organization along this line were reported initially by Jerome L. Doff, attorney and head of the Los Angeles Stevenson Speaks Committee. The National Volunteers for Stevenson also has shown interest. George W. Ball, Washington attorney, has reported he plans to confer with Gov. Stevenson on it in the next fortnight [B•T, Nov. 17]. The Governor has announced plans, meanwhile, to return to law practice soon.

It has been suggested that Mr. Stevenson appear regularly—either weekly or monthly—on a major radio and/or TV network to "talk sense" to the American people and speak for the "loyal opposition." Sponsorship also has been mentioned. There have been recommendations, too, that arrangements be made for him to appear on public service panel programs.

There is strong sentiment in some regular Democratic quarters against the proposal. The reasons (all political) can be summarized this way:

(1) The networks have a definite policy governing off-campaign political programs and might be reluctant to cope with a regular series on the equal time issue, although the Governor would not be a candidate in the strict sense of the Communications Act.

(2) Regular appearances of the Governor, notwithstanding the effectiveness of his talks during the campaign, might serve to diminish his broadcast appeal and his stature politically. Feeling is that he should be withheld for more propitious moments politically.

(3) The Democratic Party will be able to obtain a reasonable amount of free time for his addresses (like a Jefferson-Jackson Day dinner) without having to buy it. One estimate is that the Governor may appear as many as a dozen times during 1953.

There has been speculation similarly on whether President Truman would be inclined to accept any network-sponsorship arrangement after the end of his White House tenure. The possibility has been discounted in at least one party circle as moot. There have been reports since last spring [CLOSED CIRCUIT, April 14] that offers may be forthcoming for his services as a radio-TV commentator. White House intimates indicate Mr. Truman has had a variety of employment offers. But no details were given.

Gov. Stevenson also is identified with radio and television in another aspect—his association with station interests. After his nomination last July, Gov. Stevenson indicated he would dispose of his 2.5% interest in Sangamon Valley Television Corp.'s application for vhf Ch. 2 in Springfield, Ill. Sangamon is licensee of WTAX-AM-FM there. He also maintains a quarter interest in the *Bloomington* (Ill.) *Pantagraph*, which owns WJBC-AM-FM there.

His family still holds part interest in Sangamon's bid for the Springfield TV station, in any event. Whether Mr. Stevenson would seek to retain his TV interest was not known last week. At the time, however, the Governor relinquished his stock because he felt it would not be proper, as a Presidential nominee, to be associated with an applicant before the FCC.

NEWSPRINT STATUS

More Being Made Available

MORE newsprint is being made available this year than in 1951, the government has advised the nation's newspaper publishers in a meeting the past fortnight.

Officials of the National Production Authority gave a resume of newsprint production and consumption to the Newspaper Industry Advisory Committee. NPA authorities reported that newsprint consumption appears likely to exceed 5,950,000 tons this year. Production estimates for 1952 are placed at 6,057,536 tons, compared to a total available supply of 6,043,320 tons last year.

With consumption of newsprint by newspaper publishers increasing in 1952, shortage problems have been tackled by Congressional committees in the face of price boosts by Canadian manufacturers. Inherent in the concern over newsprint shortages, now somewhat alleviated, was the long-range effect on media advertising budgets.

FCC Actions

(Continued from page 99)

which authorized change in trans. and studio location.

WVOW-FM Logan, W. Va.—License for CP, which authorized new FM.

Change Type Transmitter

KABI Ketchikan, Alaska—Mod. CP, as mod., which authorized new AM, to change type trans.

Modification of CP

KREH Oakdale, La.—Mod. CP, which authorized new AM for approval of ant., trans. and studio location.

Change Transmitter Location

WGR Buffalo, N. Y.—CP to change trans. location from township of Hamburg, N. Y., to Buffalo, N. Y. and make changes in DA-N.

License Renewals

Following stations request renewal of license:

WNHC New Haven, Conn.; WTAN Clearwater, Fla.; WKEI Kewanee, Ill.; KWLM Willman, Minn.; WRHI Rock Hill, S. C. WRAD Radford, Va.

Replace Deleted CP

WCOH-FM Newnan, Ga.—License for CP, which replaced CP deleted 8-15-51.

Extension of Completion Date

KMYC-FM Marysville, Calif.—Mod. CP, which authorized changes in existing FM, for extension of completion date.

WCAR-FM Pontiac, Mich.—Mod. CP, as mod. which authorized new FM, for extension of completion date.

Change Antenna and ERP

WSLS-FM Roanoke, Va.—CP to make change ant. type, ERP and correct coordinates.

November 19 Applications . . .

ACCEPTED FOR FILING

License for CP

WHBS Huntsville, Ala.—License for CP, as mod., which authorized change in frequency, power increase, installation of DA-DN and change in ground system.

WIMO Winder, Ga.—License for CP, which authorized new AM.

KFMA Davenport, Iowa—License for CP, which authorized new AM.

KWSK Pratt, Kan.—License for CP, which authorized new AM.

KWCO Chickasha, Okla. — License for CP, which authorized increase in D power.

License Renewals

Following stations request renewal of license:

WROD Daytona Beach, Fla.; WMIX Mt. Vernon, Ill.; KJFJ Webster City, Iowa; KDKD Clinton, Mo.; KVER Albuquerque, N. M.

AM—1280 kc

WGAA Cedartown, Ga.—CP to change from 1340 kc, 1 kw-unl. to 1280 kc, 1 kw-D. and change type trans.

Extension of Completion Date

WJBK Detroit, Mich.—Mod. CP, as mod., which authorized changes in existing AM, for extension of completion date.

WCAM Camden, N. J.—Mod. CP, as mod., which authorized change in trans. location, for extension of completion date.

WMRN Marion, Ohio — Mod. CP, which authorized installation of vertical ant. and mount FM ant. on AM tower, for extension of completion date.

AM—1600 kc

WJEL Springfield, Ohio—Mod. li-

Central California

1000 Watt Network Station

$185,000.00

Profitable network affiliate in market that has retail sales over $80,000,000.00. Excellent plant. Liberal financing.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Washington Bldg. Sterling 4341-2	Ray V. Hamilton Tribune Tower Delaware 7-2755-6	Lester M. Smith 235 Montgomery St. Exbrook 2-5672

cense to increase power from 500 w-D to 1 kw-D.

TENDERED FOR FILING

Change ERP

WAGA-TV Atlanta, Ga. — CP to change ERP from 18 kw vis. 10 kw aur. to 100 kw vis. 50.1 kw aur.

WBZ-TV Boston—Mod. CP to change ERP from 14.3 kw vis. 7.3 kw aur. to 100 kw vis. 50 kw aur. Ant. height above average terrain 529 ft.

November 20 Decisions . . .

BY COMMISSION EN BANC

Renewal of License

Following stations granted renewal of licenses for regular period:

WWDC Washington, D. C.; WDSC Dillon, S. C.; KILA Hilo, T. H.; KPDQ Portland, Ore.; WKJB Mayaguez, P. R.; KBOK Waterloo, Iowa.

AM—1450 kc

KPUY Puyallup, Wash. — Granted mod. CP to increase power on 1450 kc from 100 to 250 w.

Change Transmitter Location

WKVM San Juan, P. R. — Granted mod. CP to change trans. location to Guaynabo, and make changes in DA; engineering conditions, including acceptance of any interference from WDAE Tampa, Fla., and WGY Schenectady, N. Y.

Advised of Hearing

James W. and Hope N. Miller; Lester E. Gavitt, Southbridge, Mass.—Are being advised that applications for new AM stations are mutually exclusive in overlap and indicate necessity of hearing. The Millers seek operation on 970 kc, 1 kw-D and Gavitt requests 940 kc, 500 w-D.

Extension Granted

WGNC Gastonia, N. C.—Granted extension of waiver of Sec. 3.165 of rules, to permit operation of station by remote supervision, for period ending June 1, 1953 with same conditions as those of original grant.

AM—1370 kc

WMOD Moundsville, W. Va.—Granted CP to change frequency from 1470 to 1370 kc.

Decrease Tower Height

WMC Memphis, Tenn.—Granted mod. CP to decrease effective height of one tower in present four element DA array; engineering conditions.

Increase Antenna Height

WMCF (FM) Memphis, Tenn.—Granted mod. CP to increase FM ant. height from 480 to 900 ft. to give ERP of 330 kw instead of 300 kw as Class B station on Ch. 259.

Request Denied

WIBK Knoxville, Tenn.—Denied request for authority to operate station until Feb. 1, 1953. Present authority to operate station expires 3 a.m. Nov. 17, 1952.

November 20 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WXOK Baton Rouge, La.—Mod. CP, which authorized new AM, for approval of ant. and trans. location, specify studio location and change type trans. AMENDED to change trans. location.

AM—1580 kc

WPAC Patchogue, N. Y. — CP to change from 1580 kc, 250 w to 1580 kc, 1 kw and change type trans. AMENDED to change type trans.

AM—960 kc

WHYL Carlisle, Pa.—CP to change frequency from 1380 kc to 960 kc and make changes in ant. system. AMENDED to change name of applicant to Richard Field Lewis Jr.

Extension of Completion Date

WKSR Pulaski, Tenn.—Mod. CP, as mod., which authorized changes in existing AM, for extension of completion date.

Renewal of License

Following stations request renewal of license:

WMT Cedar Rapids, Iowa; WEXL Royal Oak, Mich.; WKOZ Kosciusko, Miss.; KSD St. Louis; WJRI Lenoir, N. C.; WGNY Wilmington, N. C.; KWNW Wenatchee, Wash.; WEPM Martinsburg, W. Va.; KFMY (FM) Ft. Dodge, Iowa; KGLO-FM Mason City, Iowa; KXOK-FM St. Louis; WMOH-FM Hamilton, Ohio.

Change Antenna Type

WBEZ (FM) Chicago—CP to change ant. from Wincharger LP-6, 6 section, to GE, BT-6-B, 6 section circular; overall height above ground from 594 to 609 ft.

License for CP

WBGO (FM) Newark, N. J.—License for CP, which authorized changes in licensed FM.

WEHS (FM) Chicago—License for CP, as mod., which authorized changes in licensed FM.

WCPO-FM Cincinnati—License for CP, which authorized changes in licensed FM.

WEVA-FM Emporia, Va.—License for CP.

FM—Ch. 297, 107.3 mcs

WQAN-FM Scranton, Pa. — CP to change frequency to 107.3 mcs; change type trans. and ant.

Change ERP

KRIC-FM Beaumont, Tex.—CP to change ERP from 14 kw to 14.9 kw; increase overall height of ant. and change ant. to Collins Type 37M-6, 6-bay circular.

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH NOVEMBER 20

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,358	2,340	154	848	177
FM Stations	622	579	77	20	5
TV Stations	113	98	132	915*	242

* Filed since April 14, of which 122 have been granted.

For Television Grants and Applications, see page 72.

Docket Actions . . .

FINAL DECISION

KSOK Arkansas City, Kan. — The KSOK Bcstg. Co. FCC granted CP to operate on 1280 kc with 100 w night, subject to condition that measurements shall be submitted to Commission prior to program test authorization showing that the modified 1 kw transmitter operating with 100 w night complies with Sec. 3.46 of Rules. Estimated cost of change between $200 and $500. (KSOK now licensed to operate on 1280 kc with 1 kw daytime only.) [For initial decision by Hearing Examiner J. D. Bond, which denied application to operate with 100 w night, see FCC Roundup, B•T, Oct. 1, 1951]. Application filed April 13, 1949; final decision Nov. 17, 1952.

INITIAL DECISION

Foley, Ala., St. Petersburg, Fla., and Tampa, Fla.—Hearing Examiner J. D. Bond issued initial decision looking toward *grant* of application of **Alabama-Gulf Radio** for 1310 kc, 1 kw daytime, at Foley, Ala.; and, looking toward *denial* of application of **Gulf Beaches Bcstg. Co.** for 1310 kc, 1 kw daytime, at St. Petersburg, Fla., and *denial* of application of **WEBK Tampa, Fla.**, to change from 1590 kc, 1 kw daytime, to 1300 kc, 1 kw daytime, DA. Initial decision Nov. 4.

ORDERS

KELT Electra, Tex.—Oil City Bcstg. Co. FCC dismissed with prejudice application for license to cover CP and for assignment of CP to corporation from partnership. Partnership consisted of C. O. Elkins Jr. and Bill Frank Lindsay; corporation would have consisted of Messrs. Elkins and Lindsay and Allen Melton. Permittee stated in sworn letter that partnership is no longer desirous of operating KELT and returned its CP for cancellation. Order Nov. 4.

Spur, Tex.—Marshall Formby. FCC denied petition for reconsideration and grant without hearing application for 1260 kc, 250 w daytime. Order Nov. 4.

Allocation of Frequencies and Promulgation of Rules and Regulations—Theatre Television Service. FCC ordered that all persons who desire to appear and submit evidence at January session of hearing, with the exception of those who filed appearances on the record at the Oct. 20 session, shall file notice of appearance with FCC before Dec. 1; also, all parties who file notice of appearance and also those who filed an appearance on the record on Oct. 20 shall, before Dec. 22, file with FCC an original and 14 copies of a statement setting forth a list of witnesses who will testify and a summary, not merely an outline or list of subjects, of the testimony which each witness will present, including specific proposals to be made at the hearing pursuant to the specified issues, or if no testimony is to be offered, a statement to the effect that the party will limit its participation to cross-examination; also, each party shall file with FCC 18 copies of each exhibit it plans to offer at the hearing before Dec. 22, and shall serve copies of exhibits on other parties to the proceeding in accordance with a list of parties to be published by FCC; also, that the hearing now scheduled for Jan. 12 is postponed to Jan. 26, when it will be held before Commission *en banc* at 10 a.m. in Washington. Orders Nov. 14.

MEMORANDUM OPINIONS AND ORDERS

KJAY Topeka, Kan.—S. H. Patterson. FCC denied petition for rehearing requesting reconsideration of Commission decision which denied application to increase power from 1 kw night to 5 kw night, using same directional antenna parameters now used, on 1440 kc [FCC Roundup, B•T, Sept. 15]. Memorandum opinion and order Nov. 14.

Lancaster, Pa. — Peoples Bcstg. Co. (WLAN). FCC dismissed protest and petition for reconsideration of Commission action which authorized, conditionally, the operation by WGAL Inc. of WGAL-TV on vhf Ch. 8 in Lancaster, Pa. [FCC Roundup, B•T, Sept. 22]. (Comr. Sterling concurring in result; Comr. Bartley concurring with separate statement.) Memorandum opinion and order Nov. 4.

Milwaukee, Wis. — Wisconsin Bcstg. System Inc. (WFOX). FCC denied petitions for reconsideration of television assignments in the Sixth Report & Order and for leave to amend application and be retained on the hearing docket. Memorandum opinion and order Nov. 17.

Non-Docket Actions . . .

AM GRANTS

Sedalia, Mo.—Yates Bcstg. Co. Granted 1050 kc, 1 kw daytime; engineering condition. Estimated construction cost $22,543, first year operating cost $32,000, revenue $45,000. **Carl Wesley Yates Jr.** and **Christine Yates,** son and mother, are equal partners. Mr. Yates was announcer and student engineer for KMMO Marshall, Mo., and Mrs. Yates is owner of gift store and confectionery. Post Office address: 702 Rich St., Slater, Mo. Application filed April 21, amended June 25 and Aug. 24, 1952; granted Nov. 20, 1952.

New Martinsville, W. Va.—Magnolia Bcstg. Co. Granted 1330 kc, 1 kw daytime; engineering conditions. Estimated construction cost originally thought to be $21,298, but permittee has bought all equipment needed for $11,924, plans to rent land and building for from $65 to $75 per month for the next ten years, and estimates tower and modification of building will cost about $1,300 more ($8,000 originally set aside for land and building construction not now needed for that purpose); estimated first year operating cost $25,000,

(Continued on page 104)

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TV Grants, Applications

(Continued from page 72)

include President **Joseph L. Floyd** (33⅓%), Vice President **N. L. Bentson** (33⅓%) and Secretary-Treasurer **Edmond R. Ruben** (33⅓%). [For application, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. A-2, No. 74.

GALVESTON, Tex. — Rudman Television Co. Granted uhf Ch. 41 (632-638 mc); ERP 230 kw visual, 120 kw aural; antenna height above average terrain 470 ft., above ground 480 ft. Estimated construction cost $422,500, first year operating cost $366,000, revenue $420,000. Post Office address Mercantile Bank Bldg., Dallas, or 5507 Elden Drive, Dallas, or c/o Ross K. Prescott, 1430 Life of America Bldg., Dallas. Studio and transmitter location on State Highway 6 at Hitchcock, Tex., 14 mi. NW of Galveston. Geographic coordinates 29° 20′ 59″ N. Lat., 95° 01′ 13″ W. Long. Transmitter and antenna GE. Legal counsel Ross K. Prescott, Dallas. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner of application is **M. B. Rudman**, independent oil operator. [For application, see TV APPLICATIONS, B•T, Sept. 22.] City priority status: Gr. A-2, No. 58.

GALVESTON, Tex.—Gulf Television Co. Granted vhf Ch. 11 (198-204 mc); ERP 59 kw visual, 30 kw aural; antenna height above average terrain 550 ft., above ground 580 ft. Engineering condition. Estimated construction cost $339,523, first year operating cost $315,000, revenue $270,000. Post Office address 801 Union Station Bldg., Galveston, Tex. Studio location to be determined. Transmitter location approx. 2 mi. west of Lamarque, Tex. Geographic coordinates 29° 22′ 10.4″ N. Lat., 94° 59′ 37.4″ W. Long. Transmitter GE, antenna Federal. Legal counsel Arthur W. Scharfeld, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include General Partners **Paul E. Taft** (55%), assistant to president and 3.55% of Duncan Coffee Co., assistant manager and 12.25%, Commodity Transport Co., both Houston; **Francis Kirk Johnson** (15%), individual oil producer, vice president and 16⅔% of Texota Oil Corp., chairman of board and 7% (also 43% as trustee), Ute Royalty Corp., president, sole owner, Ambassador Oil Co. (inactive), president, 55% Leck Royalty & Oil Co., vice president, 50% Gibson & Johnson Inc. (inactive), all Fort Worth; **James M. Stewart** (15%), actor, Ranch, Pierre, S. D., chairman of board, 28% Central Airlines Inc., Fort Worth; James M. Stewart (15%), actor, oil and property investor, lessee of Franklin Ranch, Blanco, Tex., less than 25% Central Airlines; president, 98% Stewartair (airplane charterers), Beverly Hills, Calif., president, 100% Olympic Investment Co. Inc. (real estate), Beverly Hills; **Ballinger Mills** (15%), partner, Wigley McLeod, Mills & Shirey (attorneys), secretary, 27% Galveston Baseball Club Inc., less than 25% interest in following: Gulf, Colorado & Santa Fe Rwy. Co., Gulf & Interstate Rwy. Co., Union Passenger Depot Co. of Galveston, Gulf, Colorado & Santa Fe Hospital Assn., Texas Bus Lines, Galveston Transit Co., The Galveston Corp., Cotton Concentration Co., Bay Cotton & Bagging Co., Gulf Transfer Co., United States National Bank of Galveston, The Sealy & Smith Foundation for the John Sealy Hospital. All firms are in Galveston. [For application, see TV APPLICATIONS, B•T, July 7.] City priority status: Gr. A-2, No. 58.

NEW APPLICATIONS

Listed by States

†Indicates pre-thaw application amended (re-filed).

LOS ANGELES, Calif.—Lawrence A. Harvey, uhf Ch. 34 (590-596 mc); ERP 45.6 kw visual, 24.6 kw aural; antenna height above average terrain 2,185 ft., above ground 128 ft. Estimated construction cost $301,000, first year operating cost $250,000, revenue $235,000. Post Office address 19200 South Western Ave., Torrance (Los Angeles County), Calif. Studio location to be determined. Transmitter location atop Mt. Wilson, 6.8 mi. NE of Pasadena (Calif.) City Hall, 13 mi. from Los Angeles business district, in close proximity to transmitter sites of KHJ-TV, KECA-TV and KTLA (TV). Geographic coordinates 34° 13′ 40″ N. Lat., 118° 04′ 01″ W. Long. Transmitter RCA, antenna GE. Legal counsel Prichard & Brenner, Beverly Hills, Calif. Consulting engineer Western Television Consultants, Pasadena, Calif. Sole owner of applicant is **Lawrence A. Harvey,** executive vice president and 33⅓% stockholder in Harvey Machine Co. (mfrs. of aluminum extrusions, with affiliates and subsidiaries engaged in same general business), vice president and 25% stockholder in Subway Terminal Corp. (real estate holdings consisting of downtown terminal and office buildings), Los Angeles (Calif.) attorney in office association with Louis Viereck, president and ⅛ stockholder in San Juan Water Co. (privately-owned public utility water company), San Juan Capistrano, Calif., and interested in real estate and investments. City priority status: Gr. B-2, No. 170.

LOS ANGELES, Calif.—Spanish International Television Inc., uhf Ch. 34 (590-596 mc); ERP 81.14 kw visual, 47.5 kw aural; antenna height above average terrain 709 ft., above ground 125 ft. Estimated construction cost $225,661, first year operating cost $360,000, revenue $257,000. Post Office address 127 South Broadway, Los Angeles. Studio and transmitter location on Flint Peak, west of KUTE (AM) transmitter site, near Glendale, Calif. (actually part of City of Los Angeles). Geographic coordinates 34° 09′ 50″ Lat., 118° 11′ 46″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Harrison M. Dunham, Los Angeles. Consulting engineer Edward M. Benham, North Hollywood, Calif. Principals include President **Frank Fouce** (25%), president and owner of Fouce Amusement Enterprises Inc., president and owner of Million Dollar Theatre Corp. and 25% owner of Pan American Television Corp., Los Angeles; Vice President **Frank L. Fouce** (13%), son of Frank Fouce and employed in operation of father's companies; Secretary **Robert M. Purcell** (also spelled Percell in the application) (8%), director of operations for KTTV (TV) Los Angeles; Treasurer **Peter Mole** (20%), president and owner of Mole-Richardson Co. (character of this enterprise not revealed in application); **Emilio Azcarraga** (20%), sole owner of Cadena Radiofusora Mexicana S. A., 50% owner and president of Pan American Television Corp., sole owner of Radioprogramas de Mexicana S. A., and owner of XEW-AM-TV and XEQ-AM-TV, all in Mexico City, and XEWW and XEQQ, in Mexico; **Herbert Silverberg** (10%), Los Angeles attorney, and **Edward E. Benham** (4%), chief engineer for KTTV (TV). City priority status: Gr. B-2, No. 170.

ORLANDO, Fla. — Hazelwood Inc. (WLOF), vhf Ch. 9 (186-192 mc); ERP 106 kw visual, 53 kw aural; antenna height above average terrain 545 ft., above ground 574 ft. Estimated construction cost $284,705, first year operating cost $220,000, revenue $250,000. Post Office address Angebilt Hotel, Orlando, Fla. Studio location not indicated. Transmitter location 2 mi. west of Orlando, between Orlando and Orlovista, at site of WLOF (AM) transmitter. Geographic coordinates 28° 32′ 25″ N. Lat., 81° 26′ 20″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **William Joe Sears** (50%), Jacksonville (Fla.) attorney; Vice President **John F. Thorwald,** general manager of WLOF, and Secretary-Treasurer **Walter C. Shea** (50%), Jacksonville attorney. City priority status: Gr. A-2, No. 76.

LOUISVILLE, Ky.—Robert W. Rounsaville (WLOU), uhf Ch. 41 (632-638 mc); ERP 242.196 kw visual, 125.461 kw aural; antenna height above average terrain 260 ft., above ground 335 ft. Estimated construction cost $293,500, first year operating cost $300,000, revenue $330,000. Post Office address 2549 South Third Street, Louisville, Ky. Studio and transmitter location 2549 South Third Street at site of WLOU (AM). Geographic coordinates 38° 12′ 41.5″ N. Lat., 85° 45′ 41″ W. Long. Transmitter and antenna GE. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer John H. Mullaney, Washington. Sole owner of applicant is **Robert W. Rounsaville,** also sole owner of WQXI Atlanta, Ga., and WBAC Cleveland, Tenn.; 51% owner of WBEJ Elizabethton, Tenn.; applicant for uhf Ch. 36 in Atlanta; applicant to buy WMBM Miami Beach, Fla., and president and 75% owner of Southern Premium Stamp Co. (trading stamps), Atlanta. City priority status: Gr. B-2, No. 156.

MINDEN, La.—Jacob A. Newborn Jr., uhf Ch. 30 (566-572 mc); ERP 265 kw visual, 140 kw aural; antenna height above average terrain 449 ft., above ground 230 ft. Estimated construction cost $220,000, first year operating cost $138,700, revenue $186,400. Post Office address P. O. Box 1572 Beaumont, Tex. Studio and transmitter location 0.7 mi. west-SW of Fillmore, La., on Giddens Hill Drive, at site of KKG889 Bossier City, La. Geographic coordinates 32° 33′ 17″ N. Lat., 93° 31′ 06″ W. Long. Transmitter and antenna GE. Sole owner of applicant is **Jacob A. Newborn Jr.,** president and 20% owner of Beaumont (Tex.) Savings & Loan Assn., sole owner of San Marcos (Tex.) Laundry, sole owner of Bridge City (Tex.) Lumber Co., sole owner of Beaumont (Tex.) Sash & Door Co., sole owner of Trade Winds Motor Hotel, Port Arthur, Tex., 25% owner of Television Broadcasters, and also TV permittee for Gadsden, Ala., and TV applicant for Tyler, Tex. City priority status: Gr. A-2, No. 537.

FESTUS, Mo. — Ozark Television Corp., uhf Ch. 14 (470-476 mc); ERP 170 kw visual, 90.2 kw aural; antenna height above average terrain 875 ft., above ground 644 ft. Estimated construction cost $279,694, first year operating cost $206,316, revenue $218,400. Post Office address 702 Louderman Bldg., 317 North Eleventh St., St. Louis 1, Mo. Studio and transmitter location 3.5 mi. west of Kimmswick, Mo., about 20 mi. SW of St. Louis, Mo. Geographic coordinates 38° 22′ 21″ N. Lat., 90° 25′ 47″ W. Long. Transmitter and antenna GE. Legal counsel George M. Moore, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **John T. McKenna** (36%), Clayton, Mo., tax consultant and CPA; Vice President and Secretary **Carl G. McIntire** (46%), 50% owner of GMB Productions (television film production), St. Louis; Treasurer **George Menos** (9%), from 1945 to 1952 sole proprietor of Mississippi Valley School of Aeronautics, St. Louis, and **Raymond W. Karst** (9%), general counsel for Economic Stabilization Agency, Washington. City priority status: Gr. B-1, No. 72.

JEFFERSON CITY, Mo. — Capitol Television Corp., vhf Ch. 13 (210-216 mc); ERP 55.6 kw visual, 27.9 kw aural; antenna height above average terrain 500 ft., above ground 437 ft. Estimated construction cost $287,848, first year operating cost $350,000, revenue $350,000. Post Office address Central Trust Bldg. Jefferson City, Mo. Studio and transmitter location old State Highway 54; South Rogers St. Extended. Geographic coordinates 38° 33′ 39″ N. Lat., 92° 11′ 35″ W. Long. Transmitter DuMont, antenna GE. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include President **Forrest Smith** (7.5%), governer of Missouri (term expires Jan. 1, 1953) and Missouri State Auditor from 1933 to 1949; Vice President **Thomas O. Payne** (32.5%), independent oil operator; Secretary-Treasurer **John H. Hendren** (7.5%), Jefferson City (Mo.) attorney; **H. C. Cockburn** (32.5%), independent oil operator; **Dr. Glenn W. Herndren** (10%), Liberty (Mo.) physician, and **John E. McCarthy** (10%), construction and real estate. City priority status: Gr. A-2, No. 203.

ST. LOUIS, Mo. — Missouri Bcstg. Corp. (WIL), uhf Ch. 42 (638-644 mc); ERP 81.7 kw visual, 46.2 kw aural; antenna height above average terrain 489 ft., above ground 542 ft. Estimated construction cost $312,051, first year operating cost $500,000, revenue $600,000. Post Office address Chase Hotel, St. Louis 8, Mo. Studio and transmitter location 520 De Baliviere Ave. Geographic coordinates 38° 39′ 06″ N. Lat., 90° 17′ 02″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel John W. Giesecke, St. Louis. Consulting engineer Commercial Radio Equipment Co., Washington. President and sole owner of applicant is **Lester A. Benson** (100%), also 90% owner of Blue Ridge Realty & Investment Co. (operation and ownership of real estate), St. Louis. City priority status: Gr. B-4, No. 179.

ROCHESTER, N. Y.—Rochester Bcstg. Co. (WRNY), uhf Ch. 27 (548-554 mc); ERP 98 kw visual, 52.9 kw aural; antenna height above average terrain 437 ft., above ground 325 ft. Estimated construction cost $231,956, first year operating cost $250,000, revenue $250,000. Post Office address 1073 Clinton Ave., Rochester, N. Y. Studio and transmitter location Pinnacle Hill, at site of WHAM-TV. Geographic coordinates 43° 08′ 07″ N. Lat., 77° 35′ 02″ W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. Principals include President **Stanley Bachman** (48.4% held and subscribed), Vice President and Treasurer **Bernard S. Bachman** (48.4% held and subscribed) and **Jerome H. Bachman** (3.2% held and subscribed). "The three are associated

FCC Roundup

(Continued from page 103)

revenue $36,000. Principals include President **J. Patrick Beacom** (95%), licensee of WVVW Fairmont, W. Va. Post office address: % Magnolia Bcstg. Co., 403 Second St., Fairmont, W. Va., or % Fairmont Bcstg. Co., P. O. Box 1213, Fairmont, W. Va. Application filed April 7, amended May 12 and Oct. 21, 1952; granted Nov. 20, 1952.

FM GRANT

Clanton, Ala. — Southeastern Bcstg. Co. (WKLF). Granted Ch. 265, ERP 370 w, antenna 255 ft.; engineering conditions (applicant requested Ch. 269 with ERP 365 w and did not amend application). Estimated construction cost $4,695, first year operating cost $1,000, revenue $1,200. Applicant is licensee of WKLF (AM) Clanton. Post office address: P. O. Box 110, Clanton, Ala. Filed Oct. 23, granted Nov. 20.

New Applications . . .

AM APPLICATIONS

Richmond, Ky.—Dages I. Boyle, 1420 kc, 1 kw daytime; antenna 200 ft. Estimated construction cost $44,480, first year operating cost $55,000, revenue $65,000. Sole owner of applicant is **Dages I. Boyle,** president and sole owner of Bankers Security Corp. (licensed security dealer), Lexington, Ky., and vice president of Lexington Finance Co., Lexington. Post office address: 303 Grosvenor Ave., Lexington, Ky. Filed Nov. 19.

Richmond, Ky.—W. S. Jett, 1340 kc, 250 w fulltime; antenna 180 ft. Estimated construction cost $11,630, first year operating cost $50,000, revenue $48,000. Sole owner of applicant is **W. S. Jett,** Richmond (Ky.) attorney. Post office address: 24½ North Main St., Richmond, Ky. [This application appears to be mutually exclusive with application filed by Radio Richmond Inc., which seeks 1340 kc, 250 w fulltime; FCC ROUNDUP, B•T, July 28.] Filed Nov. 12.

Morgan City, La. — The Tri City Bcstg. Co., 1430 kc, 500 w daytime; antenna 195 ft. Estimated construction cost $25,303, first year operating cost $24,000, revenue $36,000. Principals include general partners **A. A. Bensabat Jr.** (⅓), manager of WMPA Aberdeen, Miss.; **Joe Phillips** (⅓), partner and ¼ owner of both WSSO Starkville, Miss., and WMPA Aberdeen, and **Mortimer Silverman** (⅓), general manager and executive vice president of WMRY New Orleans. Post office address: % Joe Phillips, WSSO Starkville, Miss.

AM-FM CALL LETTER ASSIGNMENTS

AM Stations: WLSA Andalusia, Ala. (The Montezuma Bcstg. Co., 920 kc, 1 kw daytime; FCC ROUNDUP, B•T, Sept. 29); **WGEA Geneva, Ala.** (Geneva County Reaper, 1150 kc, 1 kw daytime, antenna 215 ft.; FCC ROUNDUP, B•T, Nov. 3); **WRUM Rumford, Me.** (Rumford Publishing Co., 1450 kc, 250 w fulltime, antenna 195 ft.; FCC ROUNDUP, B•T, Nov. 3); **WLSE Wallace, N. C.** (Duplin Bcstg. Co., 1400 kc, 250 w fulltime, antenna 150 ft.; FCC ROUNDUP, B•T, Oct. 13); **WBAW Barnwell, S. C.** (Blue Ridge Bcstg. Co., 740 kc, 250 w daytime; FCC ROUNDUP, B•T, Oct. 20); **KVSP Lubbock, Tex.** (Hub Bcstg. Co., 1460 kc, 500 w daytime, antenna 200 ft.; FCC ROUNDUP, B•T, Nov. 3), and **WRIS Roanoke, Va.** (Cy N. Bahakel, 1410 kc, 5 kw daytime, antenna 200 ft.; FCC ROUNDUP, B•T, Nov. 3).

FM Stations: WTUN (TV) Tampa, Fla. (U. of Tampa, Ch. 205, ERP 770 w, antenna 240 ft.), and **KACC Abilene, Tex.** (Abilene Christian College, Ch. 220, ERP 160 w, antenna 53 ft.).

in several business enterprises located in Rochester engaged in selling surplus and hardware and wholesale and retail, manufacturing and supplying parts to aircraft industry, and military and industrial packing." City priority status: Gr. B-4, No. 191.

PORTSMOUTH, Ohio—Woodruff Inc., uhf Ch. 30 (566-572 mc); ERP 110 kw visual, 55 kw aural; antenna height above average terrain 436 ft., above ground 125 ft. Estimated construction cost $225,680, first year operating cost $170,000, revenue $150,000. Post Office address 500 Security Bldg., Toledo, Ohio. Studio location to be determined. Transmitter location 0.2 mi. south of Route 22 on south bank of Ohio River, 0.2 mi. east of WPAY-FM antenna site and 0.3 mi. north of WSAZ-TV microwave relay station. Geographic coordinates 38° 43' 20" N. Lat., 82° 59' 53" W. Long. Transmitter DuMont, antenna GE. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include **Prudence H. Lamb** (71.1%) and **Edward Lamb** (24.5%). Applicant is engaged in real estate business. Mr. and Mrs. Lamb own 1350 out of 1800 shares of *The Erie* (Pa.) *Dispatch*, licensee of WIKK and WICU (TV) Erie, own WHOO Orlando, Fla., control WTVN (TV) Columbus, Ohio, principal owner of permittee of WMAC-TV Massillon, Ohio, and Edward Lamb Enterprises. City priority status: Gr. B-1, No. 19.

SALEM, Ore.—Willamette-land Television Inc., vhf Ch. 3 (60-66 mc); ERP 3.08 kw visual, 1.54 kw aural; antenna height above average terrain 802 ft., above ground 303 ft. Estimated construction cost $166,280, first year operating cost $120,000, revenue $144,000. Post Office address Marion Hotel Bldg., Salem, Ore. Studio location Marion Hotel. Transmitter location 2.2 mi. west of Salem. Geographic coordinates 44° 56' 31" N. Lat., 123° 06' 35" W. Long. Transmitter DuMont, antenna RCA. Consulting engineer Harold C. Singleton, Portland, Ore. Principals include President **W. Gordon Allen** (25.1%), 33⅓% owner of KGAE Salem, 60.1% owner of KGAL Lebanon, 50% owner of KSGA Redmond, Ore., and sole owner of application for new AM station in Seattle [FCC ROUNDUP, B•T, Nov. 17]; Vice President **Otto W. Heider** (25%), Sheridan (Ore.) attorney; Secretary-Treasurer **Harold C. Singleton** (25.1%), 50% owner of KSGA, 34% owner of KTEL Walla Walla, Wash., 9.9% owner of KGAL and chief engineer for KGW Portland and four other persons with 1% each, leaving 20.8% of authorized stock unsubscribed. City priority status: Gr. A-2, No. 99.

AMARILLO, Tex. — Plains Empire Bcstg. Co. (KLYN), vhf Ch. 7 (174-180 mc); ERP 45 kw visual, 25 kw aural; antenna height above average terrain 620 ft., above ground 574 ft. Estimated construction cost $308,280, first year operating cost $155,000, revenue $180,000. Post Office address P. O. Box 2387, Amarillo, Tex. Studio location 1014 West Seventh St. Transmitter location 2½ mi. north of Amarillo city limits and 1 mi. west of Route 87. Geographic coordinates 35° 17' 23" N. Lat., 101° 50' 49" W. Long. Transmitter and antenna GE. Legal counsel Colton & Caviness, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Richard G. Hughes** (98%), owner of KHUZ Borger, Tex., and Hughes Development Co., Pampa, Tex.; Vice President **Howard Roberson,** Secretary-Treasurer **Troy Curlee,** and **Estate of Clyde K. Bowman** (2%). City priority status: Gr. A-2, No. 47.

TYLER, Tex.—Jacob A. Newborn Jr., uhf Ch. 19 (500-506 mc); ERP 2.4 kw visual, 1.3 kw aural; antenna height above average terrain 376 ft., above ground 308 ft. Estimated construction cost $110,000, first year operating cost $98,400, revenue $133,000. Post Office address P. O. Box 1572, Beaumont, Tex. Studio and transmitter location College at Erwin. Geographic coordinates 32° 21' 05" N. Lat., 95° 18' 09" W. Long. Transmitter and antenna GE. Sole owner of applicant is **Jacob A. Newborn Jr.;** for his various business interests, see Minden, La., TV application above. City priority status: Gr. A-2, No. 109.

BELLINGHAM, Wash. — Bellingham Telecasters (KPUG), vhf Ch. 12 (204-210 mc); ERP 8.69 kw visual, 4.35 kw aural; antenna height above average terrain 105 ft., above ground 297 ft. Estimated construction cost $149,100, first year operating cost $150,000, revenue $150,000. Post Office address P. O. Box 665, Bellingham, Wash. Studio and transmitter location 2340 Sunset Drive at site of KPUG (AM). Geographic coordinates 48° 46' 35" N. Lat., 122° 26' 20" W. Long. Transmitter and antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Archer S. Taylor, Missoula, Mont. Principals include General Partner **Jessica L. Longston** (51%), president and 50% owner of KPUG; president and 56% owner of KSEM Moses Lake, Wash.; president and 86% owner of KBIO Burley, Idaho; president and 67% owner of KAVR Havre, Mont.; 90% owner of Mist Publishing Co., St. Helen's, Ore., and Burley, Idaho (semi-weekly newspapers); ⅓ owner of Pollock, Zaser & Langston (home builders), Zilah, Wash., and contract to buy 51% of KRSC Seattle; Limited Partner **Mervyn D. McKenzie** (20%), DVM, Pacific Veterinary Hospital, Bellingham; Limited Partner **C. V. Zaser** (15%), vice president and 25% owner of KPUG, KSEM, KAVR, contract to buy 35% of KRSC, and ⅓ owner of Pollock, Zaser & Longston; Limited Partner **Low J. Tusing** (10%), president and 70% owner of Associated Underwriters Inc. (life insurance); Limited Partner **Robert Pollock** (2%), general manager of KPUG, KSEM, KBIO, Mist Publishing Co., contract to buy 14% of KRSC and ⅓ owner of Pollock, Zaser and Longston, and Limited Partner **James L. Hamstreet** (2%), resident manager of KPUG. City priority status: Gr. A-2, No. 138.

MILWAUKEE, Wis. — Cream City Bcstg. Co. (WMIL), uhf Ch. 31 572-578 mc); ERP 14.57 kw visual, 7.88 kw aural; antenna height above average terrain 488 ft., above ground 461 ft. Estimated construction cost $170,314, first year operating cost $240,000, revenue $300,000. Post Office address 2625 West Wisconsin Ave., Milwaukee 3, Wis. Studio and transmitter location 2625 West Wisconsin Ave. Geographic coordinates 43° 02' 18" N. Lat., 87° 56' 48" W. Long. Transmitter and antenna GE. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer Nathan Williams, Washington. Principals include President **Gene Posner** (74.5%), Milwaukee (Wis.) attorney; Vice President **Ruth Posner** (wife of Gene Posner) (0.2%), partner and 50% owner of E. & R. Real Estate Account, Milwaukee, and Secretary-Treasurer **Jerome Sill** (25.3%), 19% owner of Lakehead Telecasters Inc., applicant for vhf Ch. 6 in Duluth, Minn. City priority status: Gr. B-4, No. 182.

EXISTING STATION

Granted Change

WMCT (TV) MEMPHIS — Memphis Publishing Co. Granted CP to increase ERP to 100 kw visual, 50 kw aural, following change from Ch. 4 to Ch. 5 required by FCC Sixth Report & Order [B•T, April 14]. Engineering conditions.

Changes Requested

WNBQ (TV) CHICAGO, Ill. — National Bcstg. Co., vhf Ch. 5 (76-82 mc); change ERP to 100 kw visual, 50 kw aural. (Change from ERP 23.25 kw visual, 12.29 kw aural.)

MODIFIED APPLICATIONS

WEST PALM BEACH, Fla.—WIRK-TV Inc. (WIRK). Change to uhf Ch. 21 (512-518 mc), ERP 21.9 kw visual, 11.7 kw aural; antenna height above average terrain 225 ft., above ground 255 ft. [Change from vhf Ch. 12, ERP 27.5 kw visual, 13.8 kw aural; antenna height above average terrain 274 ft., above ground 297 ft. For application, see TV APPLICATIONS, B•T, May 26.]

JACKSON, Miss.—Lamar Bcstg. Co. (WJDX). Change to vhf Ch. 3 (60-66 mc), ERP 100 kw visual, 50 kw aural; antenna height above average terrain 592 ft., above ground 499 ft. [Change from vhf Ch. 12, ERP 316 kw visual, 158 kw aural; antenna height above average terrain 586 ft., above ground 443 ft. For application, see TV APPLICATIONS, B•T, July 7.]

MILWAUKEE, Wis. — WCAN-TV (WCAN). Change to uhf Ch. 25 (536-542 mc); ERP 1,000 kw visual, 500 kw aural; antenna height above average terrain 478 ft., above ground 496 ft. Change estimated construction cost to $485,433. (Change from vhf Ch. 12.) [For application, see TV APPLICATIONS, B•T, Oct. 20.] City priority status: Gr. B-4, No. 182.

PREPARE NOW FOR JOBS IN
TELEVISION—FILMS

One of America's top film schools offers short study courses. Fully equipped shooting stage. Eves. Easy terms. Write or phone Dep't. "B". Also courses for Amateur Movie Makers.

STerling 3-9444

29 Flatbush Av., B'klyn 17, N. Y.

WIBG PETITION

Opposes Poller's Request

WIBG Philadelphia petitioned FCC last week to refuse acceptance of the TV application of Lou Poller, competitor for uhf Ch. 23 there, on the ground that it is incomplete with respect to financial and certain other qualifications. Mr. Poller is chief owner of WPWA Chester, Pa., and WARL Arlington, Va. He also is part owner of WCAN Milwaukee, Ch. 12 applicant in that city.

WIBG contended an oral agreement by Mr. Poller with Jules Yellin for loan of $400,000 at 5% interest plus 20% share in station raises basic legal questions concerning his application. WIBG also cited an "undisclosed" agreement Mr. Poller named in his application with WIP Philadephia, whereby WIP, unopposed for uhf Ch. 29, would share a common antenna site with the proposed Poller outlet on Ch. 25.

Noting it had gone through competitive hearing in 1948 for Ch. 12, before the TV freeze, WIBG alleged that because of the competitive bid of Mr. Poller it "will be forced to go through a second hearing against an applicant who has failed to disclose full information as to his financial backing."

SPANISH TV BID

Gov. Smith Also Files

SPANISH-language TV outlet is proposed for Los Angeles on uhf Ch. 34 by Spanish International Television Inc., a new applicant owned 20% by Emilio Azcarraga, a Mexican citizen and leading Mexican broadcaster and telecaster. Another new TV bid, that of Capitol Television Corp., seeking vhf Ch. 13 at Jefferson City, Mo., is headed by Missouri Gov. Forrest Smith.

Mr. Azcarraga is not an officer or director in Spanish International Television because the Communications Act prohibits aliens from holding such office, an FCC attorney explained last week.

NBC-TV RENEWALS

Two Sponsors Sign

RENEWALS of NBC-TV programs by two advertisers, who placed the business through the Chicago sales office are:

Kraft Foods Co., Chicago, for *Kraft Television Theatre* (Wed., 9-10 p.m. EST), for 52 weeks effective Jan. 7, through J. Walter Thompson Co.

Hall Bros. Inc., Kansas City, for *Hallmark Theatre* (Sun., 4:30-5 p.m. EST), for 52 weeks beginning Jan. 4, through Foote, Cone & Belding.

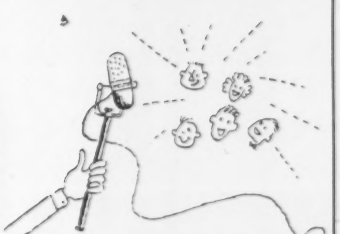
top performance **guaranteed**

Minerva RADIO & TV
STOPWATCH

Filmmeter Model #106F

Special Professional Price
$18.20 net

(side-slide model also available)



5-star special features!

☆ EXCLUSIVE, COIL SPRING MECHANISM eliminates all friction, wear, breakdowns . . . and is unconditionally guaranteed for the life of your stopwatch.

☆ 90 FOOT PER MINUTE SCALE as well as 36-foot per minute scale, to register footage in 35 mm. and 16 mm. film.

☆ THE LONG HAND COMPLETES ONE REVOLUTION in 60 seconds. The small hand registers up to 30 minutes.

INDEPENDENT HAMMER SPRING GUARANTEED FOR LIFE to give perfect fly-back to zero on Time Out features.

☆ NON-MAGNETIC—7 JEWELS

Accuracy certified by our Western Electric Electronic Timer

Write today for new catalog

M. DUCOMMUN CO.

Specialists in Timing Instruments

580 Fifth Avenue, New York 19 • PLaza 7-2540

at deadline

CONTROL CHANGE FOR CALIFORNIA STUDIOS

TV FILM producers Jack Gross and Phil Krasne are to assume control of California Studios, Hollywood, today (Monday). Messrs. Gross and Krasne made $50,000 down payment to meet immediate claims and operational expenses. Over period of 18 months they are to repay balance of $135,000 owed by estate of Harry Sherman, California Studios owner, who died Sept. 26. Gross-Krasne Inc. produce CBS-TV's *Big Town* series and early next year is to start filming CBS-TV's *Video Theatre*, currently live from New York. Ziv TV Programs Inc. will continue to operate from California Studios, it was reported.

APPLICATIONS FILED

SHOWING belief in uhf TV [B•T, Nov. 17], Herbert Mayer, owner of WXEL (TV) Cleveland, KPTV (TV) Portland, Ore., and permitee of KDEN (TV) Denver, filed Friday for uhf Ch. 25 in Kansas City and uhf Ch. 30 in St. Louis. WXEL is only vhf in Mr. Mayer's hands; it operates on Ch. 9.

Among other six applications filed Friday was one from Notre Dame U. for commercial uhf Ch. 46 in Notre Dame, Ind., with 90% commercial schedule for nighttime hours. Ch. 46 is assigned to South Bend, Ind. Another was filed for uhf Ch. 50 by WMEV Marion, Va. (pop. 6,982).

Synopsis of applications filed Friday follows:

Modesto, Calif.—Ralph M. Brown, uhf Ch. 14. ERP 20.4 kw visual, 10.2 kw aural; antenna height above average terrain 278 ft., above ground 304 ft. Estimated construction cost $169,341, first year operating cost $120,000, revenue $150,000. Mr. Brown is 40% owner of KBOX Modesto and Modesto attorney. City priority status: Gr. A-2, No. 307.

Notre Dame, Ind.—Michigan Telecasting Corp., uhf Ch. 46, ERP 226 kw visual, 113 kw aural; antenna height above average terrain 496 ft., above ground 479 ft. Estimated construction cost $400,000, first year operating cost $360,000, revenue $400,000. Applicant is owned by U. of Notre Dame du Lac, Notre Dame, Ind. City priority status: Gr. A-2, No. 23. (Applicant seeks South Bend, Ind., channel.)

Kansas City, Mo.—Empire Coil Co., uhf Ch. 25. President Herbert Mayer. Empire Coil Co., New Rochelle, N. Y., is manufacturer of coils and transformers, is licensee of WXEL (TV) Cleveland and KPTV (TV) Portland, Ore., holds CP for KDEN (TV) Denver. See also St. Louis, below.

St. Louis, Mo.—Empire Coil Co., uhf Ch. 30. President Herbert Mayer. Empire Coil Co., New Rochelle, N. Y., is manufacturer of coils and transformers, is licensee of WXEL (TV) Cleveland, KPTV (TV) Portland, Ore., holds CP for KDEN (TV) Denver. See also Kansas City, above.

Billings, Mont.—Rudman-Hayutin Television Co., vhf Ch. 2, ERP 6.36 kw visual, 3.18 kw aural; antenna height above average terrain 396 ft., above ground 199 ft. Estimated construction cost $179,200, first year operating cost $135,240, revenue $144,000. Equal partners are M. B. Rudman, permittee of new TV station in Galveston, Tex. [see TV GRANTS, page 104], and Albert Hayutin, independent oil producer. City priority status: Gr. A-2, No. 152.

Corpus Christi, Tex.—K-Six Television Inc., vhf Ch. 10, ERP 209.3 kw visual, 104.7 kw aural; antenna height above average terrain 675 ft., above ground 699 ft. Estimated construction cost $445,286, first year operating cost $294,000, revenue $300,000. Applicant is licensee of KSIX Corpus Christi. City priority status: Gr. A-2, No. 25.

Marion, Va.—Mt. Empire Bcstg. Corp., uhf Ch. 50, ERP 112.32 kw visual, 56.16 kw aural; antenna height above average terrain 1,616 ft., above ground 283 ft. Estimated construction cost $185,088, first year operating cost $75,000, revenue $75,000. Applicant is licensee of WMEV Marion, Va. City priority status: Gr. A-2, No. 708.

EQUAL RIGHTS

APPEAL that radio-TV be accorded equal rights with press in covering legislative hearings made Friday by Sen. Herbert R. O'Conor (D-Md.) at speech before Maryland-District of Columbia Radio & Television Broadcasters Assn.

Sen. O'Conor described it as "inconsistency" that radio and TV should be barred from hearings to which newspaper reporters and photographers are admitted. "The people," he said, "are entitled to have radio and television bring those matters (public hearings) into their homes." (For comments by Rep. Joseph Martin and others on same subject, see stories pages 97 and 23.)

MRS. PUTNAM HEADS WCFM

MRS. JEAN PUTNAM, former program director, named acting manager of WCFM (FM) Washington, working under management committee. She succeeds Leon Loeb, of Sound Studios Inc. Mrs. Putnam will work under management committee comprising William H. Petri, general manager of Rochdale Cooperative Inc. and Rochdale Cooperative of Va.; Mrs. Sarah Newman, chairman of Listeners for Better Radio Inc., and C. Edward Behre, WCFM treasurer. Station plans to resume transcription service for conventions and organizations.

FELLOWS HITS CRITICS

SELF-APPOINTED critics of radio and television, described as "tomato throwers," sharply answered by Harold E. Fellows, NARTB president, in speech scheduled for delivery Monday at Tennessee Assn. of Broadcasters session, Nashville. He hit newspaper critics who belittled radio and TV coverage of Presidential campaign and called for equal right to cover public events (see story page 23). Mr. Fellows cited radio-TV programs promoting register-vote campaign, citing also radio and TV codes and public service broadcasts.

MOVE GARROWAY SHOW

ARMOUR & CO.'s *Dial Dave Garroway* on NBC radio to move from 11:45-12 noon EST spot to 2:30-45 p.m. EST period effective Dec. 1. Program, heard Mon.-Fri., is presented on behalf of Dial soap.

KROY SALE

SALE OF KROY Sacramento for $425,000 by Harmco Inc. to six Californians headed by C. L. McCarthy, general manager, KGO San Francisco, was completed late last week [CLOSED CIRCUIT, Nov. 17]. Sellers of 250 w CBS basic affiliate on 1240 kc are Mrs. Hattie Harm, who also owns KARM Fresno, and Clyde F. Coombs, KARM general manager. New ownership is incorporated as KROY Inc. with Mr. McCarthy 32% stockholder and president. He becomes general manager on FCC sales sanction. Blackburn-Hamilton negotiated transaction.

PEOPLE...

AMBROSE J. ADDIS, director of Pepsodent Co. of Canada Ltd., to Pepsodent Div. of Lever Bros. Co., N. Y., as vice president in charge of advertising, succeeding DAVID KETNER, resigned.

WILLIAM T. FARICY re-elected president of Assn. of American Railroads at organization's annual meeting in New York Friday.

JACK DODMAN, 44, engineer at WBBM Chicago since 1942, died Thursday after brief illness. He is survived by wife and three children. Well known for his short wave ham operation, he sent college football scores to men in Korea when they had been getting them week late.

FRED L. RYNER, manager of research department Dancer-Fitzgerald-Sample, N. Y., named director of research for Sherman & Marquette, same city.

WAYNE MASHBURN, WHPE High Point (N. C.) announcer, to WDOD-AM-FM Chattanooga, Tenn., as announcer.

RADIO AUDIENCE LARGER THAN REALIZED SAYS ROSLOW

ADVERTISERS are getting more listeners for their radio dollars than they realize, Dr. Sydney Roslow, head of The Pulse Inc., told Florida Assn. of Broadcasters Friday. He spoke at luncheon session on second day of association's meeting, held at Sheraton Beach Hotel, Daytona Beach.

William T. Stubblefield, NARTB station relations director, reported on association activities at Friday morning session. George W. Thorpe, WVCG Coral Gables, presided at two day meeting as FAB president. Hamp Dunn, editor of *Tampa Times* (WDAE), addressed Thursday dinner on steps being taken to speed collection of election results. Sixty-five attended FAB meeting.

TABLE CHANGE ASKED

CANTON, Ohio, uhf TV Ch. 29 competitors WHBC and WCMW jointly petitioned FCC Friday to amend allocation table so as to add one of three workable uhf channels there, thus eliminating need of hearing and enabling grant of both proposed stations. They cite Chs. 71, 77 or 83. Stations ask further delay of comparative hearing, now set Dec. 8, until Jan. 12 or 15 days after FCC rules on petition, whichever is later.

FRIDAY AM ACTIONS

IN FIRST of two AM actions Friday, FCC rescinded grant of Oct. 8 to KLCN Blytheville, Ark., for change from 1 kw on 900 kc to 5 kw on 910 kc, daytime, and designated case for hearing with WMOK Metropolis, Ill., and WCOC Meridian, Miss., made parties. In other action, Commission refused petition of WMPS Memphis to reconsider grant of Oct. 24 for new station on 690 kc with 250 w daytime at Benton, Ark., to Benton Broadcasting Service.

FCC GRANTS STA'S

SPECIAL temporary authorization granted by FCC Friday to WMCT (TV) Memphis, Tenn., to operate on Ch. 5 (change from Ch. 4), and for WDTV (TV) Pittsburgh, Pa., to operate on Ch. 2 (change from Ch. 3). Channel changes required under Sixth Report & Order [B•T, April 14].

XUM

PACKS A WALLOP!

THE AL MORGAN SHOW

with 2¾ million
sales impressions a week!*

Al's back and still beating the keyboard in the fascinating windmill style that kept his network ratings riding high! And he's back pulling an average of 229,533* viewers a day in WLW-Television's rich 3-city market.

Average weekly rating—Cincinnati
14.3*

Average weekly rating in all 3 cities
11.6*

3 peak week-days, Tues., Wed., Thur.
15.4*

Nearest competition, well established kids' show
6.4*

Competition fades away when Al moves into the spotlight. And there's further proof of the Al Morgan magnetism. Thousands tune in specifically to watch his show.

Average sets in use preceding ¼ hour show
17.3%*

Average sets in use during his show
25%*

THE BEST BUYS TO SEE ARE ON WLW C T D

WLW Television

WLW-T CINCINNATI **WLW-D** DAYTON **WLW-C** COLUMBUS

Let Al Morgan sing a Song of Sales for you!

*ARB (American Research Bureau)

Sales Offices: CINCINNATI, DAYTON, COLUMBUS, CHICAGO
NEW YORK, HOLLYWOOD

The Swing is to WHB in Kansas City

THIRTY YEARS of FAITH and WORKS BUILT THE WHB TRADITION of FRIENDLY PUBLIC SERVICE

But yesterday is past. *TODAY* is the only day that counts. *Right now* is the time to give the best you have! WHB is doing that: Continually proving its worth, day after day, year after year, in campaign after campaign. With alert programming and superb coverage, attracting an ever-growing and responsive audience! Your John Blair Man can offer WHB availabilities that will deliver the results you deserve from this rich market.

KANSAS CITY'S OLDEST CALL LETTERS

DOTTED LINE ON MAP • WHB 0.5 mv/m CONTOUR

WHB

10,000 WATTS IN KANSAS CITY

DON DAVIS
PRESIDENT

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GENERAL MANAGER

Represented by
JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

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